

April 19, 1935

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The National Life Underwriter

LIFE INSURANCE EDITION

FRIDAY, APRIL 26, 1935

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This MORNING...

We welcome the Officers and Board of Trustees of the National Association of Life Underwriters who are meeting today with National Committeemen and the Membership of the Tennessee Association of Life Underwriters in the Auditorium atop our Home Office Building.

To Each, A Warm Welcome, and for Each A Full Measure of True Southern Hospitality.

The **NATIONAL
LIFE AND
ACCIDENT
Insurance Company Inc.**



HOME OFFICE
NATIONAL BLDG.
NASHVILLE
TENNESSEE
• WSM •
50,000 WATTS

WE SHIELD MILLIONS . . . NOW 2,203,560 POLICIES IN FORCE!

127 BRANCH OFFICES

COAST TO COAST

Modern Merchandising

"Every day, in every way, I find our ONE DAY PAY policy the key to the situation. It is quite amazing how that policy with its pictures and price can be manipulated to get bigger and better sales. I have placed the 'Helen Hayes' folder before them, and so far this week have closed a \$4,000.00 Retirement Income, two \$1,000.00 Twenty Pay Life, and one \$1,000.00 Twenty Year Endowment."

● This is a quotation from a recent letter from a leading Central Life producer, located in South Dakota.

The ONE DAY PAY is but one of the "Modern Merchandising" ideas being developed by the CENTRAL LIFE OF ILLINOIS.

CENTRAL LIFE INSURANCE COMPANY OF ILLINOIS

Alfred MacArthur, President

720 N. Michigan Ave.

Chicago

Serving Satisfied Policyholders for More Than a Quarter Century

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Ninth Year—No. 17

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, APRIL 26, 1935

\$3.00 Per Year, 15 Cents a Copy

Membership Shows 60 Percent Gain

National Association of Life Underwriters Makes Great Record

NASHVILLE MEETING ON

Presidents of State Associations Hold Special Session During the Mid-Year Parley

NEW YORK, April 25.—A 60 per cent increase in membership as of April 1 over the same date last year is one of the significant and encouraging facts to be reported at the mid-year meeting this week in Nashville of the National Association of Life Underwriters. Last year's April 1 membership was the peak for that date up to that time. It is expected that by the end of this month the membership figure will pass that of June 30, 1934, leaving May and June in which to concentrate on building up the largest possible "plus" over last year's June 30 figure.

The membership figure is a dual reflection of President T. M. Riehle's activities. His zeal in improving conditions in the field has stimulated interest in association work. At the same time, his early appointment of a membership committee, of which H. J. Johnson, general agent Penn Mutual Life in Pittsburgh, is chairman, got the association's membership campaign off to a timely start.

Interest in Reports

Of the 21 standing and special committees which will report, particular interest will attach to the reports of the committees on cooperation with attorneys, on women underwriters, on local association problems, and on agency practices.

The state and regional life underwriters associations are now an integral part of the National association. A feature of this year's meeting will be an all day meeting of about 20 state or regional presidents. Among those scheduled to take part in this meeting are F. H. Wenner, New York; C. F. Axelson, Illinois; L. F. Paret, Pennsylvania; O. P. Schnabel, Texas; Homer Rogers, Indiana; V. T. Motschenbacher, Louisiana; G. H. Tracy, Massachusetts; J. Arthur Pino, Michigan; V. Webner Wiedermann, Missouri; L. L. Baker, Tennessee, and O. Sam Cummings of Texas, member of the board of trustees.

Sales Congress Hookup

This is the first time there has ever been a hookup between a state sales congress and a mid-year meeting, and it is believed that the mid-year meeting will set a new high in the number of state and local associations represented.

President Riehle's administration comes to the mid-year mark with a

Investment, Mortality Ratios

The following exhibit, taken from the Little Gem Life Chart, a NATIONAL UNDERWRITER publication, which has just come off the press, shows interesting investment and mortality experience of

the companies in 1934. In the first column appears the ratio of net interest to mean invested assets and in the second the ratio of actual to expected mortality.

	Net Int. to Mean Inv. Assets Percent	Actual to Expected Mortality Percent		Net Int. to Mean Inv. Assets Percent	Actual to Expected Mortality Percent
Acacia Mutual	4.55	54.0	Great-West	4.67	45.6
Aetna	3.97	73.7	Great West, Ia.	6.39	52.7
Agricultural Life	3.99	85.3	Guarantee Mut.	4.52	50.5
Aid Assn. for Lutherans	4.07	34.4	Guaranty Income	4.86	40.1
Alliance Life, Ill.	3.16	50.1	Guaranty, Ia.	3.18	34.2
American Annuity	4.54	40.9	Guardian of Am.	4.13	49.7
American Bankers	1.22	49.8	Gulf Life	4.58	*61.0
American Central	3.89	73.2	Gulf States	5.51	37.1
American Home	3.70	23.1	Hamilton Natl.	4.06	9.13
Amer. Ins. Union, Inc.	4.61	122.2	Home Friendly	4.01	113.7
Amer. Life & Acci.	1.80	51.7	Home, N. Y.	4.42	59.0
American Life, Ala.	2.68	76.7	Home Life, Pa.	4.13	58.2
American Life, Colo.	4.22	54.8	Home State Life	2.68	40.1
American Life, Mich.	4.22	57.2	Illinois Bankers	3.44	68.2
American National	3.80	69.6	Imperial, N. C.	4.59	70.0
American Reserve	3.89	30.0	Indianapolis	4.11	46.8
American Savings, Mo.	1.81	...	International Trav.	4.21	14.2
American Union, Okla.	1.80	21.2	Jefferson Standard	4.72	54.1
Amicable Life	3.83	33.3	John Hancock	3.73	*64.4
Atlantic	4.27	58.0	Kansas City	4.01	44.9
Atlas	3.92	52.8	Kansas Life	1.31	13.5
Baltimore	4.14	68.5	Kentucky Home	6.24	70.8
Bankers Life, Ia.	3.93	62.0	Knight's Life	5.07	48.5
Bankers Life, Neb.	3.84	38.5	LaFayette Life	3.68	53.0
Bankers National	4.87	46.9	Lamar Life	4.05	50.8
Bankers Union	4.04	27.9	Liberty Life, Kan.	3.93	31.9
Bank Sav. Life	4.14	56.3	Liberty National	4.15	73.5
Beneficial	4.38	53.5	Life & Cas., Tenn.	2.37	72.4
Berkshire	3.88	75.5	Life Ins. Co. of Va.	4.06	61.4
Boston Mutual	4.30	65.5	Lincoln Liberty	4.70	28.2
Buffalo Mutual	4.90	91.7	Lincoln National	3.38	60.3
Business Mens, Mo.	4.69	52.0	Lutheran Brotherhood	4.38	31.8
Cal.-West States	4.28	47.9	Lutheran Mut. Aid.	4.72	33.5
California	4.48	59.1	Maccabee	3.55	90.2
Capitol	4.27	68.4	Manhattan	4.41	68.0
Carolina Life	3.59	59.8	Manhattan Mut.	4.71	28.0
Cedar Rapids	2.91	32.9	Manufacturers	4.91	60.5
Central Life, Ill.	...	68.0	Maryland	4.55	53.5
Central Life, Ia.	4.08	41.8	Massachusetts Mutual	3.94	60.2
Central Life, Kan.	3.32	38.3	Massachusetts Protect.	4.79	46.4
Central States	3.00	52.2	Metropolitan	4.13	*58.2
Colonial	4.09	103.8	Michigan Life	1.60	49.5
Colorado Life	5.02	49.9	Mid-Continent	4.34	41.6
Columbia, O.	3.62	58.2	Midland, Mo.	4.03	44.5
Columbian National	4.76	63.9	Midland Mutual	3.99	43.0
Columbus Mutual	3.53	39.5	Midland National	3.48	39.3
Commonwealth	4.47	47.8	Midwest, Neb.	3.57	39.5
Connecticut General	3.95	64.1	Ministers Mutual	4.47	85.4
Connecticut Mutual	4.08	54.2	Minnesota Mut.	4.57	56.7
Conservative, Ind.	1.44	49.3	Modern, Minn.	4.43	32.0
Conservative, W. Va.	4.02	64.9	Mod. Woodmen of Am.	4.65	97.87
Continental Amer.	4.51	53.8	Monarch	4.74	41.0
Continental, D. C.	1.55	64.8	Montana	4.84	56.0
Continental, Ill.	3.94	50.8	Morris Plan	3.46	79.3
Cornbelt Life	1.94	66.8	Mutual Benefit	3.59	55.2
Cosmopolitan Old Line	4.51	34.6	Mutual, Canada	4.71	49.1
Country Life	3.52	28.2			
Crown Life, Can.	5.60	65.8			
Eastern Life	4.63	61.0			
Empire Life & Acci.	2.29	52.0			
Equitable Life, D. C.	4.94	43.6			
Equitable, Ia.	4.08	53.3			
Equitable, N. Y.	3.80	62.9			
Eureka-Maryland	4.10	68.9			
Farmers & Bkrs.	3.94	51.2			
Farmers & Traders	3.95	38.3			
Farmers Union, Ia.	2.90	35.1			
Federal, Ill.	2.78	71.2			
Federal Reserve	3.83	48.0			
Fidelity Mutual	3.84	55.5			
Fidelity Union	5.56	38.3			
Franklin	4.12	60.4			
General Amer.	3.86	76.6			
General Mutual	1.55	64.8			
General Washington	4.27	53.9			
Girard	4.27	52.4			
Globe Life, Ill.	3.94	65.8			
Great Amer., Kan.	4.18	25.0			
Great Amer., Tex.	5.04	26.5			
Great National	4.44	25.9			
Great Northern	3.49	57.4			
Great Northwest	5.52	20.0			
Great Southern	5.26	58.3			

(CONTINUED ON LAST PAGE)

Boston Not to Make Bid For the 1936 Convention

BOSTON, April 25.—It now seems highly unlikely that Boston will make any effort to get the 1936 annual meeting of the National Association of Life Underwriters. A canvass of the general agents and managers here was recently made to determine their attitude and the majority opinion was against extending an invitation. Most of the members of the board of the association have also declared against making any effort to get the convention at this time.

Boston has been seeking the convention for a good many years and particularly wanted to be host at the 1935 meeting. At the Milwaukee convention, when Des Moines was selected for the 1934 convention, Boston lost out by a hair and the Texas people gave notice that they would make a strong bid for the 1936 convention in Dallas because of the activities that year celebrating the centennial of Texas independence.

Medical Section Is Holding 25th Meet

Growing Liquor Hazard Discussed by W. C. Hill of Retail Credit

Credit

TREND IS UNFAVORABLE

Pelvic Infections Viewed by Andrews and Evans—Robinson Urges Use of Equipment

By DALE R. SCHILLING

EXCELSIOR SPRINGS, MO., April 25.—There appear to be more places where liquor can be bought and more of it bought and consumed by more people than at any time in the history of this country, President W. C. Hill of the Retail Credit Company declared in a talk on insurance hazards incident to distribution of liquor at the 25th anniversary annual meeting of the Medical Section of the American Life Convention, being held here.

The general national trend is toward over-the-counter drinking, he said. There is a definite rising of the curve of unfavorable reports on people engaged in any form of broken package serving of intoxicants, as compared with non-connected occupations. Bootlegging is on the wane, but persons previously connected with the bootleg industry are finding employment in the legal liquor industry.

Bad Drunkenness Record

Prohibition in dry states appears to be ineffective, it being noted that standard brands of liquor are uniformly cheaper in dry states than wet states, due to avoidance of heavy state taxes. Mr. Hill could find no difference in the ratio of arrests for drunkenness in dry as compared with wet states, all records being very bad and growing worse. He compared 1920 with 1934 figures for his home city of Atlanta, showing 5,150 whisky cases in 1920 and 18,967 in 1934, a 270 percent increase. Arrests involving whisky in 1920 were 25.1 percent of total arrests, and in 1934 56.2 percent. Whisky cases per 1,000 population in 1920 were 25.6; in 1934, 66.6, or 160 percent increase.

Over-the-counter drinking is legal in 28 states and prevalent in seven states though not legal. The 1934 records show tax paid on 69,400,000 gallons of liquor to which is added 7,000,000 gallons imported and an estimated 75,000,000 bootlegged, or total 151,000,000. This is 10,000,000 gallons greater than the consumption in the high years prior to prohibition, he said.

Last year 16 percent of all life reports carried some unfavorable information, there being 4 percent recommended for declination. Mr. Hill found that of applicants employed in some connection with the legal liquor

(CONTINUED ON PAGE 13)

Honesty, Courage and Loyalty As Success Formula, Chicago Congress Theme

Honesty, courage and utter and absolute loyalty to one's cause are the three dominants in life, the Rev. Dr. George Craig Stewart, bishop of the Episcopal diocese of Chicago, declared in his invocation opening the annual sales congress of the Chicago Association of Life Underwriters, and these are attributes found almost without exception in successful life insurance agents. He formulated an inspiring theme for the meeting, declaring, "All that we invest in other people we've got." Bishop Stewart said he had never been satisfied with insurance that stops at death, but he wants it to carry on and pay dividends daily. Life insurance selling, he said, is a creative business; one that gives security to the people, and one of the noblest fields of endeavor. The work of the life agent carries on after death.

The program this year was all-star, with talks both inspirational and purely practical by J. O. Todd, C. L. U., Minneapolis, special agent Northwestern Mutual Life; M. B. Cohill, C. L. U., Pittsburgh, special agent E. A. Woods agency, Equitable of New York; A. R. Jaqua, associate editor Diamond Life Bulletins, Cincinnati; J. M. Gantz, general agent John Hancock, Cincinnati; Sophia W. Bliven, manager woman's division, Stevenson agency, Penn Mutual Life, Philadelphia, and A. E. N. Gray, assistant secretary Prudential.

Human Element in Time Control Treated by Todd

Mr. Todd, who has increased production steadily through the depression by careful planning and prospecting, told "The Human Element in Time Control." The necessity of organizing oneself is so great today, he said, that it scarcely needs argument or demonstration. Most life insurance agents fall in three groups: Those who feel they should set up some good time control system, those who tried such a system but gave it up, and those who stuck to it and made it work. He said 1932 was his first complete year with a time control system. He set \$750,000 quota, failing quite to make it. His average case dropped in size considerably, but volume equaled his best year of the five in the business and premiums were doubled. The next year he corrected errors and since then has shown steady increase in business.

The formula for a selling program he said, is: Number of attempts to close, times percentage of efficiency, times average size case, equals production. Production can be treated as a known element by determining volume needed to maintain the agent's personal budget. Average size case can be estimated closely by analyzing past business. Efficiency of effort also can be approximated. For instance, he said, if a quota of \$300,000 new business annually is set, and \$6,000 is the average case, obviously 50 cases a year must be sold. If the agent finds he is closing one out of six tries, his efficiency is 16 2/3 percent, and he must make 300 attempts to close annually.

Urges Prospect Inventory Continuously Maintained

"If you can get to the point where you know what is a good day's work in terms of efficiency of effort," Mr. Todd said, "then you are getting someplace. The next problem is where to get the prospects for 300 attempted closes yearly." He suggested a prospect inventory such as that of Louis Behr of Chicago, so organized that it will not fall down at a crucial point. There should be in the inventory half the required annual volume of business and

number of lives. It must provide a continuous flow of prospects.

The third problem is that of obtaining the original "suspects." He suggested a parade of prospects by their needs, rather than by names and addresses. "I find I must get the aid of the life insurance user for this purpose," Mr. Todd said. He has formed a "board of directors" consisting of 23 men to whom he has pointed out that a life insurance company in selecting risks exerts an effect on these men's insurance. He asks them for names or introduction to ambitious fathers, comes in various organizations, new grandparents, outstanding doctors, dentists or lawyers.

Suggests Way to Solve Human Element Problem

Mr. Todd confessed that the human element in this mechanical production is the one unreliable factor. He said he had resigned from the "Association of Steam Shovel Watchers" and from the "Movie Dropper-Inners Fraternity." He also cut out the 10 a. m. coffee. The only way to beat the human element, he said, is to have an adequate mechanical system, maintain complete records, face the facts, know what to do and how to do it.

He had a slump last year. Finally he found by inspection of his records he had been attempting to hatch china eggs. He had not been dropping names out of his inventory when necessary and substituting new and better ones. Looking at the record in perspective helped him to correct the tendency at an early point and prevent a slump for the whole year.

Speaking on "Closing a Sale," Mr. Cohill said that if proper presentation is made the close is largely automatic. He cited the "D.L.B." figures showing that 5 percent of the selling process is service, 15 percent closing, 20 percent presentation, 25 percent approach and 35 percent proper prospecting. The close begins with prospecting, Mr. Cohill said.

Cites Concert Musician as Illustrating Point

The approach is full of dynamite. Skill and technique are needed. He cited a piano as an illustration. All of the fine tones and melodies are in the instrument, but only the person who has practiced for many years and attained skill can draw them from the instrument. Concert pianists, he said, for upwards of an hour before their recitals are keyed to concert pitch. The life agent must be likewise. Brilliance of performance often causes people to

overlook the long practice and study which were necessary to attain perfection.

Mr. Cohill's method of closing depends, he admitted, not so much on a technique that can be set down in formula, as upon opportunism. He told of a prospect who planned a sea trip. Mr. Cohill, who was in the navy during the war, painted a picture of a storm at sea, of towering waves. The man took \$25,000 additional. In another case, the prospect exhibited a ledger statement from a competitor, letting Mr. Cohill have it to study and prepare a statement of his own. Instead, Mr. Cohill placed the competitor's document deep in file, determined to keep it there for at least a month, especially since it described a special policy that Mr. Cohill could not even equal. Later he suggested to the prospect the heavy load involved in income tax and death duties, and sold the man \$150,000.

Every Man Is Subject to the Fear Complex

He said the fear complex is present in every man and it can be made the basis of approach in all cases. Many people shy away from life agents because they don't know what the life men have to sell; so bad a mess has been made of telling the story, Mr. Cohill declared. Enthusiasm, he believes, is one of the most necessary tools in the kit.

Find an insurance situation and make the prospect appreciate its importance, Mr. Jaqua of Diamond Life Bulletins counseled, discussing "Individual Economic Security." He defined an insurance situation as one in which analysis shows life insurance best will fill the need. All real prospecting is finding the need. Having a man's name on a card does not make a prospect. What does is walking around and around a man's affairs until a need is found for which life insurance will care, such as cash at death, readjustment fund, educational fund, life income, retirement fund, juvenile insurance, college fund, mortgage insurance, emergency or reserve fund, bequest insurance, key man insurance, corporation, partnership, etc., or disability.

He emphasized that juvenile insurance constituted 15 percent of all policies issued last year. Other suggestions were anniversary insurance, to perpetuate gifts, etc.

"In many cases," he said, "agents insist upon selling merely life insurance when special situations that need to be covered stare them in the face." Mr. Jaqua said life agents need to be good showmen. An important factor in

A. E. N. Gray-isms Enliven Chicago Sales Congress

The dry wit and deep knowledge of sales lore possessed by A. E. N. Gray, assistant secretary Prudential, have put life in many sales congresses and life insurance conventions. Below are a few samples from his talk at the Chicago sales congress.

Never argue with yourself when the prospect is listening. Don't try to decide the type of policy he needs when talking to him.

Stop calling on prospects willing to listen but unable to buy, and start calling on prospects unwilling to listen but able to buy. To sell to the latter type you have to have ideas so important that they will listen.

"Mr. Prospect, just what do you believe should happen to a man's family when he dies?"

"You give me your date of birth and we'll lend you a date of death until you have one of your own."

There is one thing worse than not being able to go to sleep; being unable to wake up.

There are 16 reasons in the marriage ceremony for buying life insurance; "for better, for worse; for richer, or for poorer." Four times four makes 16.

The reason why most men hate to leave a will is that they don't want to admit to a sheet of paper how little they really have to leave.

Don't make the mistake of buying enough life insurance and then not arranging it so it does what needs to be done.

You'll never solve a problem by getting rid of the man who has the solution.

stressing the dominance of a prospect's needs is prestige of the agent. Human interest stories are useful in this connection as well. Pick the cards of policyholders or prospects having some investable surplus, Mr. Jaqua suggested; think about their situations, what are their needs and why they are important; what the agent would do in the place of the other man, and then how to make it seem important to him.

Agents have done too much selling, Mr. Gantz asserted. "I wish we could stop selling. Many of us get the wrong impression across and the buyer misunderstands. Life insurance is sold the way it is bought, and not the way it is sold. I want to know what makes men buy. I'm not interested in 3 or 3 1/2 percent interest; nor in what some rating concern has to say about a company. What I want to know is the common denominator of the prospect.

Gantz Defends Practice of "Driving Up Hearse"

"I always tell a new agent to 'put the prospect in his underwear. Then he can't act tough.' A lot of life agents are a bit too sanitary and not human enough. In each man's soul is a lot of emotion and poetry. Discuss his problems in terms he dreams of instead of as we want to sell him. Too often we go in to tell a man our story, instead of listening to his.

"I've often been accused by a prospect of driving the hearse up to the door. When this happens I say, 'If you're afraid to think about the possibility of it happening, what will be the feelings of your family when it actually happens?' I'll apologize if I hurt you

(CONTINUED ON PAGE 24)

Termed Greatest Prospecting List

Miss Sophia W. Bliven, manager women's division, Stevenson agency Penn Mutual in Philadelphia, in a talk on "Effective Prospecting" at the Chicago sales congress had this to say about the Life Payments Number, published by The National Underwriter Company:

"Along the line of teaching there is one group of people you have forgotten for a good many years. I have said before in sales conferences and in the National association meetings, and I shall probably say it as long as I live, that the greatest list of prospects the world has ever seen is the group of people who are listed every year in the 'Life Payments Number' of THE NATIONAL UNDERWRITER, and how many of us use it?"

"Do you go back to those women

who are receiving those claims and sell them life insurance. Oh, you may service them in terms of having them leave their money with the life insurance company, or you may have them use that money for an annuity, but have you gone back and sold them for exactly the reason that the original life insurance was sold?"

"I say you have not. I cannot find any evidence in this great country of ours that men in the life insurance business have used life payments to women for more business, for, by and large, the clients upon whom those contracts are made are the clients of men. Have you gone back to see whether the amount of life insurance you sold is sufficient for what that woman is going to want?"

Financial Log Jam Found Still Intact

Life Men Don't Agree with Secretary Morgenthau on Capital

STAGNATION CONTINUES

Yield Is Low on Good Securities and Refunding at Lower Interest Rate Continues

NEW YORK, April 25.—Secretary of the Treasury Morgenthau's statement last week that the "financial log jam has been broken" finds scant support among life company investment men. Despite the cheering words of Mr. Morgenthau that "there is no longer any reason why capital should not flow normally into the arteries of business," the outlook still appears to be one of continued stagnation, except for corporate and government refunding operations, with blue-chip securities in such great demand that they are selling way out of sight and no takers at all for the less desirable investments.

The large corporate refunding operations which Mr. Morgenthau cited as evidence of improvement are not viewed as particularly significant of any tendency of either capital or industry to loosen up and toss aside some of their misgivings about the immediate outlook. These refunding operations are merely concrete evidence of a realization on the part of many of the soundest corporations that they were paying a needlessly high interest rate on their bonds and might as well get money at a lower rate.

Compete for New Issues

Such is the demand for these bonds—many of them issued by public utility operating companies—that investors compete quite strongly for the new issues which are put out to refund the old ones, even though the new bonds pay substantially less interest. The obligations of the corporation which has a reputation for unquestioned safety are in some cases selling at prices which yield less than governments.

The likelihood that bonds with the callable provision will be called and refunded at a lower rate results in a distinct difference in rates at which otherwise similar bonds and non-callable bonds are selling. Almost no non-callable bonds are issued nowadays and in recent years the trend has been steadily away from the non-callable type. Many railroad bonds issued years ago have the non-callable feature, which is one of their desirable points. Utility bonds, in general being of more recent origin, rarely are non-callable.

Yield Is Small

Government bonds are selling on a basis to yield from 2 to 2 3/4 percent. Callable utility bonds are selling to yield from 3 3/4 to 4 1/2 percent. Non-callable utility bonds which are sound enough to be of interest to a life company are selling at such a low yield that they are rarely bought. A leading Pacific Coast utility recently refunded existing bonds with a new issue yielding 4 percent and the new issue is still selling to yield just a shade under that figure. But a yield as high as this is seldom encountered among the utilities, and the supply is small.

The Mutual Benefit Life agency in Kansas City, located for 20 years in the Lathrop building, will move June 1 to the Midland building.

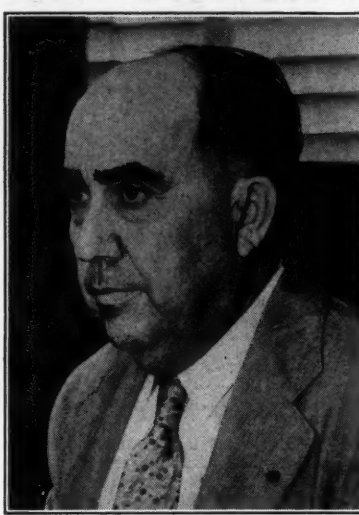
Dr. Streight May Head Medicos



DR. S. J. STREIGHT
Medical Director Canada Life,
Toronto, Can.

Dr. S. J. Streight, medical director Canada Life, Toronto, probably will be elected chairman of the Medical Section of the American Life Convention at the 25th anniversary annual meeting being held in Excelsior Springs, Mo., this week, if precedent is followed. He has been vice-chairman. Dr. D. B. Cragin, medical director Aetna Life, is likely to become vice-chairman, and Dr. B. F. Byrd, assistant medical director National Life & Accident, secretary of the Medical Section, probably will be continued in that capacity or go on the board of managers.

Dr. Streight has been connected with



DR. JOE E. DANIEL
Medical Director, Great Southern Life
Chairman Medical Section, A. L. C.

the Canada Life since 1919, after distinguished war service as lieutenant-colonel overseas. He was a medical examiner and consultant, then in 1925 became assistant medical director. He recently became medical director. Dr. Streight is a graduate of the University of Toronto medical school. He was for many years a prominent internist of that city. He is an authority on glycosuria.

Dr. Cragin for a long time was a surgeon, serving as part-time examiner for the Aetna Life. He was graduated from Harvard in 1902, is one of the outstanding life insurance medical directors of the country.

No Pretense

This is the season of the year when many of the companies have Policyholders Months.

The companies want new business, the Agents, especially at this time, need new business, and a large proportion of policyholders need more insurance. The servicing therefore should cover new as thoroughly as old, combining old and new to perfect the design, and resetting, when necessary, this and that feature of the old. Because of the wreckage by the depression, much reinstating must be done and much new insurance should be written.

There should be no Home Office or Field pretense about it. For to say that this annually recurring period is merely to check the relation of existing insurance with the needs it was designed to meet is, as every Home Office and every Agent knows, just plain "ballyhoo."

The atmosphere for our work has become clearer, with more sunshine and fewer clouds, and our policyholders are strong in their appreciation, their admiration, and their loyalty. For many an Agent the resurrection of his prosperity is attainable in Policyholders Months.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

Great Growth in Option Proceeds

Neuendorffer Cites Increase in Life Office Management Address

CONFERENCE IN NEW YORK

Banker Appraises Future of Mortgage Loan—Rowland Tells Fire, Casualty Insurance Practices

NEW YORK, April 25.—Speaking before a sectional session of the special eastern conference of the Life Office Management Association Secretary R. C. Neuendorffer of the Guardian Life revealed the remarkable growth of supplementary contracts not involving life contingencies—proceeds under settlement options.

At the close of 1923 only \$81,300,000 were held under such supplementary contracts by companies doing business in New York, comprising about 80 percent of the business in force in the country. By the close of 1933 this had grown to \$529,800,000. Estimating the companies not reporting to the New York department at about \$100,000,000, Mr. Neuendorffer estimated that by the end of 1935 there will be more than three-quarters of a billion dollars under supplementary contracts.

Five-Year Experience

The rise during the last five years has been quite steady, as the following tabulation of the New York admitted companies shows, the figures being for Dec. 31 of each year: 1929, \$234,000,000; 1930, \$279,000,000; 1931, \$354,400,000; 1932, \$467,900,000; 1933, \$529,800,000.

It is to be anticipated that income payments will be carried out in the future on an increasingly large scale, said Mr. Neuendorffer. It is also desirable and in the interest of all parties the settlement agreement be made in the simplest possible terms, he said.

Mortgage Loan Future

"The future of mortgage loans as a field for investment will depend in large measure on intelligent cooperative efforts of existing trustee lending institutions to liquidate their present holdings in an orderly manner which will not depress the market, and second, on the vigilance and leadership of these sound, conservative institutions in preventing another springing up of the type of mortgage company which has contributed heavily to the disorganization of the real estate market and stability," Vice-President Orrin C. Lester of the Bowery Savings Bank told members of the association.

In past depressions, he said, institutional owners have sold real estate in the depressed market, tending to keep price levels down and delay recovery. Relatively little is done in aggressively re-establishing a market, as other businesses aim to do. Since lending institutions have had to take over so much real estate and establish departments to handle it efficiently, there is little reason for letting go of it at a sacrifice, he pointed out.

Marketing Method Vital

While the private institutions, that are left are conservative, they may not be able to do the whole job of mortgage financing. "Particular importance should be attached by such institutions, however, to the type of organization which may develop to market mortgages to the public," he warned. "Unless such agencies

(CONTINUED ON PAGE 25)

Life Advertising Men to Have Excellent Program

FEATURES OF THE GATHERING

Southern Round Table Conference Has Scheduled Some Important Talks for Richmond Meeting

RICHMOND, Va., April 25.—Much interest is being shown in the approaching meeting of the southern round table of the Life Insurance Advertisers Association, which will be held here April 29-30, at the John Marshall hotel, joining with the Richmond Association of Life Underwriters for luncheon on the first day. A barbecue will be held the afternoon of April 29 at the summer residence of John H. Gary, assistant secretary of the Life Insurance Company of Virginia. Officials of that company and the Atlantic Life will act as hosts.

Will Visit Historic Shrines

On April 30, the party will go to the historic shrines of Jamestown, Williamsburg and Yorktown, and then on to Virginia Beach, where meetings of the agency officers of the southern life companies will meet May 1-2 under the auspices of the Life Insurance Sales Research Bureau. Topics to be discussed will include conservation, business getting plans, home office supervision and related subjects.

B. H. Walker, president of the Life Insurance Company of Virginia, will give the welcome address to the advertisers. J. W. Murphy of the Pan-American Life, who is chairman of the group, will present the agenda of the meeting. W. E. Talbot, vice-president Southland Life, will talk on "What agents want from their company's advertising man today." Bart Leiper, Pilot Life, has as his subject, "Cutting corners for economy; can it be done without cutting efficiency?"

Others on the Program

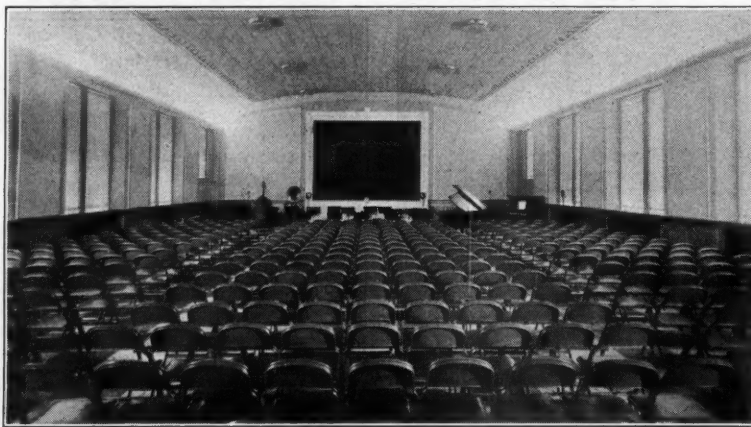
* Rex B. Magee, Lamar Life, will speak on "Policyholders service campaigns—are they worth while?" C. C. Fleming, Life Insurance Company of Virginia, will talk on "Type has a language all its own." At the joint luncheon with the Richmond underwriters, S. A. Swisher of Des Moines, assistant superintendent of agencies of the Equitable Life of Iowa and president of the Life Advertisers Association, will speak on "What the Life Advertisers Association means to the man in the field." E. C. Sparver, Reliance Life, will talk on "Career Men," he being director of agencies of his company.

During the afternoon session of the first day, T. J. Hammer, Protective Life, will speak on "Usable ideas in agency meetings." R. G. Richards, Atlantic Life, has as his subject, "Work yet to be done by the advertising department." J. M. Ehle, Imperial Life, will talk on "Promoting the use of advertising novelties by the field men."

President A. O. Swink of the Atlantic Life will bring greetings the morning of the second day. This meeting will deal with subjects of interest to agency, advertising and conservation men. The key note will be given by K. R. Miller of the Life Insurance Sales Research Bureau. Karl Ljung, Jefferson Standard, will discuss, "A conservation system to meet the needs of the field man." E. A. Schefer, Life Insurance Company of Virginia, will talk on "Winning conservation letters of 1934." N. A. White, Provident Mutual, will tell about the plans for life insurance week for this year. Emmett Russell, Jr., of the Life & Casualty of Nashville is in charge of the round table competitive exhibits and will discuss the varied advertising material and publications submitted.

Mrs. W. B. Bryant, wife of the Kalamazoo, Mich., general agent of the Northwestern Mutual Life, died after a brief illness.

Scene of Nashville Meetings



The annual sales congress of the Tennessee Life Underwriters Association Friday of this week and the mid-year meeting of the National Association of Life Underwriters Saturday are being held in the new auditorium-studio of the National Life & Accident. This studio has a seating capacity of 575. When not used for convention purposes, this hall is an important unit in the broadcasting facilities of WSM, the company's broadcasting station. It is equipped with a movable blackboard at the very rear of the room.

When this blackboard is moved into

the side wall there is a moving picture screen which is served by a projector located at the opposite end of the room near the radio control panel. It is customary for speakers who have important sales analysis to get over, to send the National Life & Accident their graphic material which is transferred to slides or film strips, which in turn are projected on the screen at the push of a button. Every speaker has the choice of using a lapel microphone, which will carry the voice through loud speakers to all sections of the great auditorium.

Linton Views Security Act

Little Effect on Life Insurance Sales Is Anticipated, He Tells Philadelphia Association

The federal social security bill, which has passed the house of representatives, would have little measurable effect on sale of new life insurance, M. A. Linton, president Provident Mutual Life, declared in a talk before the Philadelphia Association of Life Underwriters. While the 3 percent tax on salary might cause some persons to feel they could not afford additional life insurance, at least an equal proportion would feel they wanted a larger pension in old age than granted them under the law.

Touches on Hazardous Point

Mr. Linton spoke earlier in New York before the Academy of Political Science on social security plans. An open forum followed his Philadelphia address. He was asked whether employers now carrying pension plans in private carriers could continue to carry them under the new law. He said the question had not been raised and he hoped it would not be. It would give the government an opening wedge for supervision of life companies. He remarked that he did not want to get behind life companies carrying part of this risk, the transfer of reserves, premiums, etc., would be entirely too complicated.

Mr. Linton said that as an actuary it appeared a great mistake to adopt an actuarial plan to a theory of this kind. "A sound actuarial basis fills me with misgivings, for it means building up a tremendous reserve." The layman does not understand reserves; when he sees a large fund accumulated, he will want larger pensions and lower taxes.

Chokes Off Eureka Outfit

The Missouri department has taken steps to dissolve the Eureka Mutual of Eureka, Mo., a mutual benefit assessment outfit. It has \$9,800 unpaid death claims and assets \$7,747. It was formed in 1929 and wrote a \$1,000 death policy. A member paid \$5 to join and

Famed for His Salary Story

Dempster McMurphy Who Wrote Widely Circulated Article for Chicago "News" Becomes Business Manager

Life men throughout the country will be interested to know that Dempster McMurphy has been made business manager of the Chicago "Daily News." Mr. McMurphy came into prominence, when as a free lance financial writer specializing on insurance, he published the famous list of salaries of officials of large life companies two years ago. The publication of this list probably impressed the public mind more than anything that was written on life insurance and did the cause much harm. The article was used throughout the country in almost all papers and received wide publicity. The Chicago "Daily News" received scores of critical letters from life insurance men and Col. Frank B. Knox, the publisher, was besieged with personal calls and letters. Colonel Knox, however, stood by Mr. McMurphy, claiming that he was justified in writing the article and the editorial department was commended for printing it. Mr. McMurphy immediately received advancement, being made promotion manager. He now scores again. He is very close to Colonel Knox.

Committee on Ratings

Commissioner McClain of Indiana has been appointed chairman of the special committee on company ratings of the National Convention of Insurance Commissioners. Creation of such a committee was authorized at the annual meeting in December as a result of the discussion of the question of comparative ratings of insurance companies by non-official agencies. Other members of the committee are Daniel, Texas; Riley, Mississippi; Heltzen, Rhode Island; O'Malley, Missouri; Sullivan, Washington, and Gough, New Jersey.

\$1 a year dues and \$1 assessment on the death of each member. J. W. Thee of Eureka was president. It operated chiefly in St. Louis county.

Hobbs Bill Has Practically Been Killed in Committee

WILL LIKELY NOW BE TABLED

Measure Espoused by Agency Association Would Bar Mails to All Unlicensed Companies

The house postoffice subcommittee in Congress voted last week to table the Hobbs bill prohibiting insurance companies from using the mails where they are not regularly licensed in states where they solicit business and issue policies. It was backed by the National Association of Insurance Agents and practically drafted by that organization. However, the bill received sharp opposition from a number of different classes. The action of the subcommittee undoubtedly kills the bill for this session.

Strong Opposition Developed

Contentions that the measure would put out of business virtually every insurance company operating by mail and that it would prohibit some foreign companies from doing business in this country unless they took out a license in each state in which they desired to operate proved to be major stumbling blocks in the way of the bill. The attention of the subcommittee had been called to this latter objection by the State Department, to which it is understood the British embassy in Washington made representations.

Tried to Frame Amendments

Before giving up its task as impossible, Representative Hobbs of Alabama, author of the measure, and members of the subcommittee made several efforts to amend the measure. It was proposed to write into the bill exemptions for church, fraternal and other insurance organizations, but the subcommittee felt that the exemptions were so vague that their adoption would be unwise.

In another effort to solve the problem it was proposed that the Federal Trade Commission be empowered to determine which companies could or could not use the mails for the solicitation of business, which was unacceptable to the subcommittee.

While members of the subcommittee conceded that there was much of value in the bill, there was a general feeling that the insurance laws of the various states need overhauling and a belief that much of what was sought to accomplish under the measure could be done in that way.

Insurance Commissioner Hunt of Pennsylvania sent a strong telegram the day before the subcommittee acted to all members of the House urging that the Hobbs bill be favored. Commissioner Hunt, in the telegram, said:

"Thousands of Pennsylvania citizens have been mulcted annually out of hundreds of thousands of dollars by unscrupulous companies not registered within this commonwealth and operating on mail order system. Hobbs bill is the only hope I see of remedying this situation. It is not the intention of this bill to disturb or affect in any way legitimate insurance companies."

Names Deputy for Securities

FRANKFORT, KY., April 25.—W. M. Duffy, Louisville, has been appointed special deputy in charge of insurance securities by State Treasurer Huddleston, who said, however, that the appointment was contingent on the insurance companies being assessed for the deputy's salary.

Under the terms of the 1934 reorganization act, the office of deputy insurance commissioner to handle the insurance securities was abolished and the securities placed under the control of the state treasurer.

Pennsylvania Goes After Racketeers

Commissioner Hunt Seeking Country-Wide Control of Unlicensed Insurance

AGGRESSIVE CAMPAIGN

Plans Proposal to Commissioners Convention on Mutual Benefit Assessment Concerns' Operatins

PHILADELPHIA, April 25.—Commissioner Owen B. Hunt of Pennsylvania, who has declared war on depression-fostered insurance rackets, now plans to bring before the Commissioners Convention a proposal that the state supervisors take decided steps to stamp out such evils as operations of mutual benefit assessment associations which operate country-wide with perhaps a license in only one state.

These concerns, according to Commissioner Hunt, are mulcting people throughout the country of millions of dollars annually and in Pennsylvania alone are fleecing, on an average, of 1,000 policyholders a week. His first step was to send telegrams to all Pennsylvania members of the house of representatives urging support and vote for the Hobbs bill to prohibit companies from soliciting insurance or premiums through the mails without license and an agent appointed in states solicited.

Deputy Seeking Publicity

He has appointed Deputy Commissioner A. G. Costello to secure the aid of the Pennsylvania newspapers in a continuous publicity campaign against fraudulent insurance companies, with publication of their names.

Mr. Costello said a checkup showed there were 112 such companies. There are 104 incorporated in 18 states, and eight keep their home state a secret. These are Arizona 4; California 17; Colorado 7; Delaware 1; District of Columbia 5; Florida 3; Illinois 17; Indiana 7; Iowa 4; Kansas 2; Louisiana 6; Minnesota 6; Missouri 5; Nebraska 4; New Jersey 6; North Carolina 1; Texas 7; Utah 2, and eight without locations. They are incorporated in states having no supervision over companies of their nature; all have fancy policies in bright colors. They write life and sick and accident insurance, usually in \$250 amounts with \$500 maximum in some cases. They advertise in small papers, magazines and foreign newspapers for policyholders and agents. Some charge \$2 or \$3 for a \$200 policy, but usually the premium is \$6, the agent receiving \$5. Often they seek the business of legitimate agents.

Depression Aided Growth

The situation began to reach harmful proportions in 1930, when these concerns played on the needs of unemployed men to secure them as agents. A universal characteristic of the racketeering concerns is that they do not pay claims, usually on a technicality. Their policies are tricky. In some every other clause contradicts and cancels the one preceding it. Commissioner Hunt cites one company whose policies stipulate they are in good standing only if premiums are paid "on noon Monday." According to Mr. Hunt, "The company saw to it that they were always collected on Tuesday. However, to make certain that it would not have to pay any claims, it also went on to say that the policy was then not in benefit for three weeks after the payment of the pre-

(CONTINUED ON PAGE 23)

Interest Rates Payable on Proceeds This Year

Herewith is presented a table showing rates of interest payable in 1935 on proceeds of policies, the information being taken from the Little Gem Life Chart. No companies are included which pay only guaranteed rates.

	Percent
Acacia Mutual	4.25
Aetna	4.0
Amer. Cent. Ind.	4.25
American, Mich.	5.0
Amicable	4.0
Atlantic, Va.	4.0
Bankers, Ia.	4.0
Bankers, Neb.	4.0
Bankers Natl.	4.75
Beneficial	4.2
Berkshire	4.0
Business Men's	4.5
California-Western	4.0
Canada	4.0
Central Life, Ia.	4.0
Central Life, Ill.	4.75
Central States, Mo.	4.625
Colorado	5.0
Columbia, O.	4.75
Columbian Natl.	4.0
Columbus Mutual	4.5
Commonwealth, Ky.	4.2
Connecticut General	4.0
Connecticut Mutual	4.25
Continental Assur., Ill.	4.0
Equitable, N. Y.	3.9
Equitable, Ia.	4.25
Farmers & Bankers	4.0
Fidelity Mutual	4.0
Franklin	4.0
George Washington	4.0
Girard	4.25
Great West, Can.	4.5
Guarantee Mutual	4.0
Guaranty, Ia.	4.0
Guardian, N. Y.	4.25
Home Life, N. Y.	4.0
Indianapolis Life	4.25
Jefferson Standard	5.0
John Hancock	4.0
LaFayette	4.5
Lamar	4.0
Life & Cas., Tenn.	5.0
Life of Va.	4.0
Lincoln National	4.0
Manhattan	4.0
Manufacturers	4.75
Maryland	4.0
Massachusetts Mutual	4.0
Metropolitan	4.0
Michigan Life	4.0
Midland, Mo.	4.0
Midland Mutual	4.5
Minnesota Mutual	4.5
Modern	4.8
Monarch	4.0
Montana	5.0
Mutual Benefit	4.25
Mutual Life, N. Y.	4.1
Mutual Trust	4.25
National Fidelity	4.25
National Guardian	4.25
National Life, Ia.	4.0
National Life, Vt.	4.0
National Life & Acci.	4.5
New England Mut.	4.25
New World	4.5
New York Life	4.0
North Amer., Ill.	4.5
Northern, Wash.	3.5
Northwestern Mutual	4.4
Northwestern National	4.5
Ohio National	4.0
Ohio State	4.0
Oregon Mut.	4.8
Pacific Mutual	4.9
Pan-American	4.0
Penn Mutual	4.25
Peoples, Ind.	4.0
Philadelphia	4.0
Phoenix Mutual	4.0
Pilot Life	5.0
Protective	4.25
Provident L. & A.	4.25
Provident Mutual	4.25
Prudential	3.75
Puritan	4.0
Reliance Life	4.0
Security L. & T.	4.5
Security Mut., Neb.	4.0
Security Mut., N. Y.	4.0
Southeastern	4.25
Southwestern	5.0
State Farm	4.75
State Life, Ind.	4.0
State Mutual	4.0
Sun Life, Can.	3.75
Sun Life, Md.	4.0
Union Central	4.25
Union Labor	3.75
United Fidelity	4.5
United Life & Acci.	4.25
U. S. Life	4.7
West Coast	4.25
Wisconsin Life	4.0
Yeomen Mutual	4.0

Rates of interest on dividends left with company:

4.5 percent; 4 percent; 3.5 percent; 4.25 percent; 3.75 percent; "if not withdrawable, otherwise 4 percent; "prior to July 1, 1935; "after May 1, 1935; "if not withdrawable, otherwise 3.75 percent; 3.5 percent on trust funds; 4 percent on installments certain, 4.5 percent on dividends.

Dunham B. Sherer, president Corn Exchange Bank & Trust Company, has been elected a director of the Home Life of New York.



Plate No. 7—"Splitting Rails," from ABRAHAM LINCOLN—BIOGRAPHY IN WOODCUTS." Reproduced by permission of Charles Turzah, Chicago.

CONFIDENCE

THE maul in Lincoln's huge and calloused hands, applied with energy from day to day, built up for him a sturdy rugged frame more valuable than all the wages earned.

Men who have been building little by little a dependable business philosophy find that something has accrued through the years more precious than dividends. There has been created a reserve of confidence. Lincoln once told a man that he had a most valuable, if not an indispensable quality—"Confidence in Yourself."

The Lincoln National Life Insurance Company

FORT WAYNE, INDIANA

ITS NAME INDICATES ITS CHARACTER

Winners Are Announced in Health Conservation Work

THREE SPECIAL AWARDS MADE

U. S. Chamber of Commerce Acts in Conjunction With American Public Health Association

WASHINGTON, April 25. — The board of judges of the sixth national health conservation contest, conducted annually by the U. S. Chamber of Commerce in cooperation with the American Public Health Association, announces the winning cities in the 1934 contest. This contest is supported by a group of ten insurance companies and one philanthropic foundation.

The contest, open to all cities throughout the country, is for the purpose of determining which cities, in various population classes, are carrying on the most effective community public health programs. Special awards were granted to Brookline, Mass., Detroit, Milwaukee, New Haven, Conn., and Syracuse, N. Y.

Basis of the Awards

Winning and honorable mention cities in 1934 for each of the six population groups are: Cities more than 500,000, first award to Baltimore, honorable mention to Buffalo; 250,000 to 500,000, Newark first, honorable mention Minneapolis, Toledo and Dallas; 100,000 to 250,000, Honolulu first, honorable mention to Hartford, Grand Rapids, Springfield, Mass., Duluth, Yonkers, Reading and Utica; 50,000 to 100,000, Pasadena first, honorable mention to Kalamazoo, Schenectady, Evanston, Ill., Waterbury, Conn., Sacramento, Binghamton, N. Y., San Jose, New Rochelle, N. Y., and Greensboro, N. C.; 20,000 to 50,000, Hackensack, N. J., first, honorable mention to Watertown, N. Y., Pittsfield,

Mass., Auburn, N. Y., Greenwich, Conn. and Santa Barbara; under 20,000, Palo Alto, first honorable mention to Englewood, N. J., Cliffside Park, N. J., Hibbing, Minn., and Miami Beach.

Competing cities are judged on the basis of the availability and use of safe water supplies, the adequacy of sewage disposal, the extent to which children are protected against such diseases as diphtheria and smallpox, the number of expectant mothers who receive proper prenatal care, the number of babies who are being kept well through adequate medical supervision, the safety and purity of the milk supply, the use of effective measures for the control and prevention of such diseases as tuberculosis and the venereal diseases and the extent to which the physicians and dentists are practicing preventive medicine.

Report on Rural Conservation

The result of the first rural health conservation contest, a similar contest for county and district health units, is announced:

Northeastern division, tie for first between Cattaraugus county, N. Y., and Westchester county, N. Y.; honorable mention to Columbia county, N. Y.; Barry county, Mich.; Southern Berkshire district, Mass.; Allegan county, Mich., and Eaton county, Mich.

Eastern division, Kent county, Md., first; honorable mention to Davidson county, Tenn.; Ohio county, W. Va.; Rutherford county, Tenn.; Washington county, Md.; Forsyth county, N. C., and Sullivan county, Tenn.

Southeastern, Glynn county, Ga., first; honorable mention to Charleston county, S. C.; Lauderdale county, Miss.; Pike county, Miss., and Lean county, Fla.

North central, Woodbury county, Ia., first; honorable mention to Lyon county, Kan.

South central, El Paso county, Tex. Western, San Joaquin county, Cal., first; honorable mention, Los Angeles county, Cal.; Santa Barbara county, Cal.; Spokane county, Wash., and Yakima county, Wash.

Gives Welcome



A. O. SWINK

President A. O. Swink of the Atlantic Life of Richmond, Va., will be one of the greeters next week when the southern round table of the Life Insurance Advertisers Association meets in his city. Mr. Swink is an agency man by training and has developed into a general executive of real dimension.

Predict Record Attendance at Commissioners' Meeting

OKLAHOMA CITY, April 25.—Prospective attendance at the annual meeting of the National Convention of Insurance Commissioners July 9-11 in

Seattle is likely to break all records. Secretary Jess G. Read states. Letters received by the secretary already indicate the necessity of arranging for two special trains to leave Chicago, instead of one, to accommodate the crowd. Reservations are coming from all over the country.

A constructive program, dealing with leading current issues, is being arranged and will be ready for release shortly, Mr. Read indicated.

Great National of Dallas Has Home Office Building

The Great National Life of Dallas has purchased a new home office building, buying the eight-story Central Bank building at 1604 Main street, at the foot of Stone street. The name will be changed to the Great National building. The building was erected in 1914, being of reinforced concrete and fireproof construction. S. J. Hay, president of the Great National Life, was the main factor in negotiations. The Great National increased its business 32 percent last year. It was organized in February, 1928. It had at the beginning of the year \$10,000,000 of insurance in force.

Extent of Gross Premium Tax

The California supreme court has held that the gross premium tax in the state is to be applied to reinsurance premiums accepted by one authorized company on account of California business written by another authorized company even though the reinsurance contract is executed and carried into effect wholly outside of California. The case was Connecticut General Life vs. Johnson.

F. N. See, St. Louis general agent New England Mutual Life, spoke on "Sales Strategy" at a meeting of the St. Louis Real Estate Exchange's brokers' division.

DO "SALES HELPS" HELP?

JANUARY*

We issued a "Merchandising Idea" based on a Family Income plan. January sales exceeded total 1934 sales on the same plan. New sales on this plan have continued to run high!

FEBRUARY*

"Merchandising Idea" number two was based on a plan especially attractive to young people. The continuous and twenty pay endowments were featured. Agents reported "prospecting" much easier. Sales jumped!

MARCH*

March brought "Merchandising Idea" number three calculated to make a married man with children see the need for maximum protection at reasonable cost. Average size sale was \$4,650!

APRIL

"See your old policyholders" was our cry in April. "Merchandising Idea" number four presented a plan that is a combination "clean-up" fund and monthly income for a limited period. Old policyholders bought!

Jefferson Standard Agents Answer "Yes"

A. R. PERKINS, Agency Manager



Jefferson Standard Life Insurance Company

JULIAN PRICE, President
GREENSBORO, NORTH CAROLINA

*The Jefferson Standard made a gain in insurance in force for the first quarter of the year.

Receiver Is Appointed for the Pacific States Life

ACTION IS FINALLY TAKEN

Liquidation Proceeding Decided Upon in Place of Cochrane Law System, Now Repealed

DENVER, April 25.—Judge McDonough, Sr., in district court, gave permission to Commissioner Cochrane to liquidate the Pacific States Life. Cochrane filed the petition for liquidation and the company was ordered to appear to show why the petition should not be granted. The Pacific States filed an answer but made no objection to the liquidation.

Cochrane's petition pointed out that the Pacific States was incorporated in 1920 under the name of the Mountain States Life, and that the name was changed to the Pacific States in 1930. The petition stated that the insurance in force is \$14,000,000, and that securities on deposit with the commissioner amount to \$212,000, of which \$100,000 is required by the law. Another deposit of \$100,000 constitutes part of the capital deposit of the Farmers Life of Denver, which was taken over by the Pacific States. It was stated \$264,605 in securities is held by Kansas and Missouri for securing registered or stipulated premium policies.

Cochrane Law Invoked

The petition recalled that the commissioner, on March 26, 1934, notified the company about mutualizing proceedings, and on May 8, 1934, the firm was mutualized, under the so-called Cochrane insolvency law which was recently repealed. The commissioner said that liens of not less than 75 percent of the net values of policies must be made, and that the company is unable to pay its obligations. Numerous suits are pending, others are threatened and some have been reduced to judgments. However, the petition declared that if these judgments were satisfied entirely, or in part, the procedure would be unfair. The petition stated that, since the discovery of the impairment in reserves, no new business has been written and many policyholders have lapsed their policies.

The company admitted its failure to pay obligations, but it does not admit that the current premium income is not enough to pay death claims as the claims currently accrue.

Premiums will be accepted on policies in force, but this money will be put into a separate trust fund.

J. G. Donaldson is resigning as assistant attorney general of Colorado to have direct charge of liquidation as deputy commissioner.

INDICTMENTS ARE RETURNED

Further indictments were returned in Chicago last week against those who were involved in operations of the Pacific States Life in Illinois. They are W. L. Vernon of Denver, who was president of the Pacific States; Frank S. Heilemann, former head of the Great American Casualty in Chicago, which was reinsured by the Pacific States; Attorney J. L. Robinson and Attorney E. R. Elliott, who drew the strange document under which the Chicago National Life was reinsured in the Pacific States. Heilemann and Robinson were previously indicted on other charges.

Among the charges in the new indictment is that the defendants obtained a fake release on a \$27,000 mortgage owned by the Pacific States Life and sold to a resident of Indiana, who is alleged to have obtained HOLC funds to make the purchase.

Superior Judge Lindsay in Chicago this week issued an order for the Pacific States to show cause why a receiver should not be appointed for its Illinois assets. He also issued a tem-

Shows Big Upward Trend in Optional Settlements



R. C. NEUNDORFFER

R. C. Neundorffer, secretary of the Guardian Life, in talk before eastern special conference of Life Office Management Association, shows the sensational upward trend in funds held by companies under supplementary contracts in the past decade.

porary injunction restraining anyone connected with the company from diverting or disposing of any property or assets of the Chicago National. The officers of the Pacific States were charged, in the petition with a multiplicity of offenses. They are charged with failing to keep separate accounts for the Chicago National and failing to make required financial reports. They are charged with scheming to form new companies to take over the properties of the Chicago National Life. They tried to form the Illinois Mutual Life, an assessment concern, and they also got control of the General Life, another assessment outfit, with the idea of having those companies take over the business of the Chicago National which had already been reinsured in the Pacific States. The petition charges that being blocked in launching Illinois companies for this purpose, they are now promoting a company in Indiana.

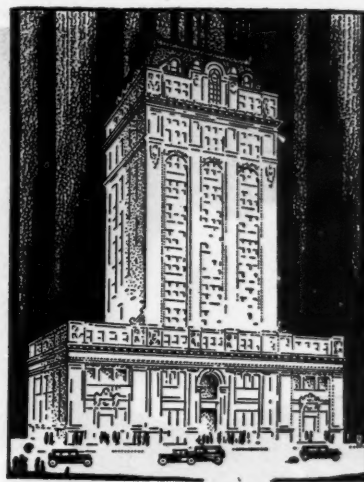
The Pacific States people are charged with paying themselves huge salaries and in other ways diverting money from policyholders of the Chicago National.

Missouri Code Seems to Be Slipping Into Oblivion

KANSAS CITY, April 25.—It is considered very unlikely by many observers that the Missouri insurance code will pass this session of the legislature. To begin with, the legislature is far behind its schedule of important matters, such as the sales tax, old age pensions, etc. In the second place the measure has been amended profusely. Agents—both life and general—have more or less lost interest in the bill since qualification clauses were removed, leaving agency qualification as it was in former laws. Missouri life companies, never enthusiastic about the bill, can hardly be more so at this point, after the suicide provision has been removed, leaving this also as it was in the old law.

While the bill pops up for consideration now and again in the senate, there does not seem to be any great amount of definite pushing of the bill by legislators.

J. H. Atwood discussed the conservation of business equities at the Boston Life Insurance Trust Council's meeting this week.



THIS COMPANY

Climbed up Thirteen Places During 1934

in

The Relative Standing of the First One Hundred Legal Reserve Life Insurance Companies Operating in the United States.

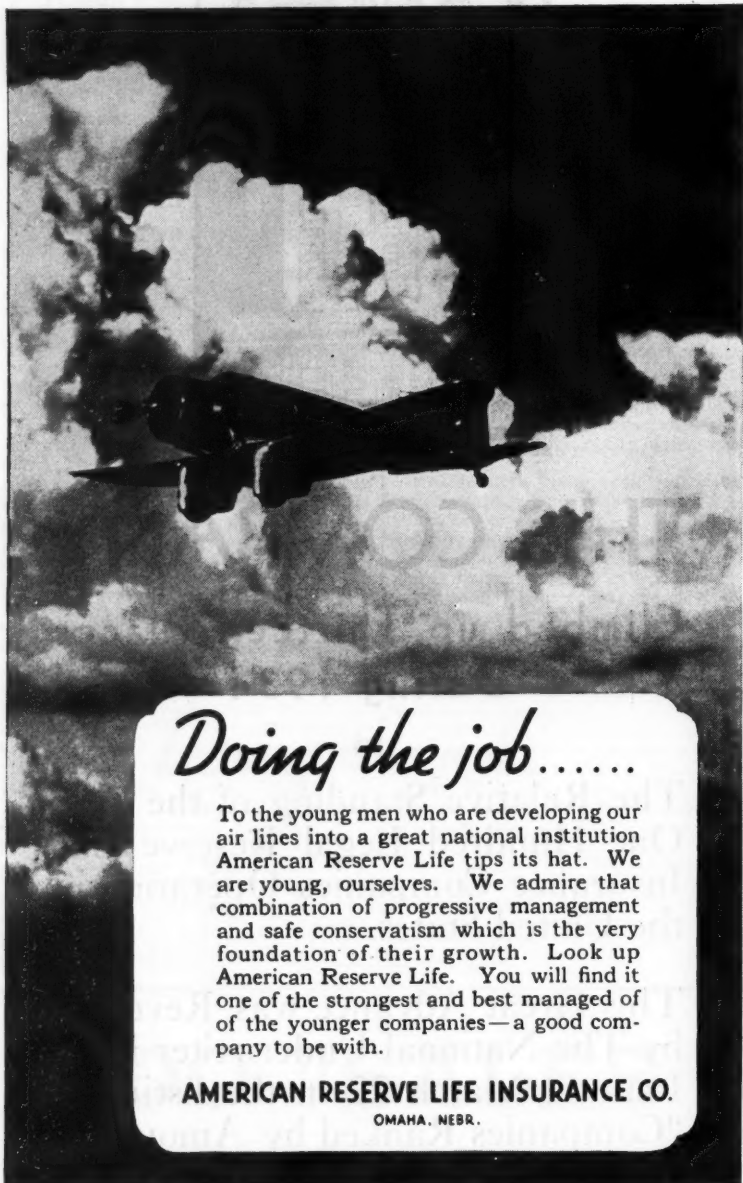
This Great Advance was Revealed by The National Underwriter in its Issue of March 22 in the listing of "Companies Ranked by Amount in Force."

Our rise was the greatest made by any Company among the First One Hundred.

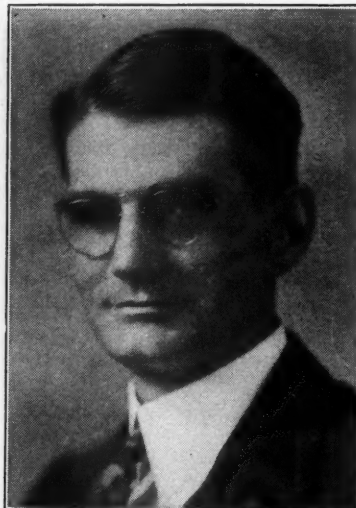
The Advance is Attributed to the
68% GAIN
in New Writings During 1934.

Such an Accomplishment Indicates that Fieldmen Find Here the Character of Service and Co-operation which Encourages Production.

THE PROVIDENT
LIFE AND ACCIDENT
INSURANCE COMPANY
OF
CHATTANOOGA, TENNESSEE



Will Be Michigan Speakers



Two speakers that will be headliners at the annual meeting of the Michigan State Life Underwriters Association at Flint, May 24-25 are Vice-president L. O. Schriver of the National Association of Life Underwriters, who is general agent of the Aetna Life at Peoria, Ill. and Grant L. Hill, superintendent of agencies of the Northwestern Mutual Life, both outstanding men.

Illinois Insurance Code Is Advanced by Lower House

The Illinois house last week advanced the proposed insurance code to the order of second reading, without debate.

Struggles with the investment division of the code have led to another amendment on the investments permitted to outside companies. As introduced the code required assets of outside companies to be invested "in securities of the same general character that domestic companies are permitted to hold." An amendment was put in changing this to read, "in accordance with the laws of its domicile, provided such investments are of the same general character permitted domestic companies, and afford a degree of solvency equal to that imposed upon domestic companies." This is not much of a change, and now a new phrasing has been set up as follows: "In accordance with the laws of its domiciliary state provided such investments of its capital, surplus and reserve required by law afford the degree of solvency equal to that imposed upon domestic companies." This is still rather unsatisfactory to the outside companies, owing partly to the vagueness of "the degree of solvency," and partly to the persistent determination to bring the outside companies under the same investment rules as the domestic companies, no matter how the language is changed. The investment portfolios of the home companies are simple. Some of the outside companies are very old and their portfolios include practically every form of investment hitherto permitted by law. To apply to them the most modern ideas growing out of extreme cases in the depression might cause them some difficulties. The regulations on the investments of the domestic companies cover pages and are very minute.

Amendments were introduced late Wednesday afternoon and ordered printed to be held for next week's session.

Hondorp Waterloo Speaker

Peter Hondorp, assistant actuary of the Central Life of Iowa, addressed the Mack Fish, Waterloo, Ia., agency. Local men on the program were Charles Greeley, Supervisor Ben Taylor, and Agents H. J. Melhaus and J. Q. Page.

Denver Men Tackle Problem of Part Timer and the Unfit

DENVER, April 25.—About 40 general agents and managers of Denver will hold an all-day meeting May 3 on the part-time agents question. The purpose will be to work out a plan of controlling part-time agents in Denver alone, and then if the plan works successfully, to put it into practice in other important cities in the state. Already six companies have signed an agreement relating to this problem, and it is hoped that all of the major offices will do likewise.

A committee has been working on the proposed plan, and it is believed a logical solution has at least been formulated in some part. It would be required that a new agent, during his first six months, produce six contracts at a volume of around \$15,000. Agents already writing, but who are putting in only part-time, would be required to turn in a certain amount of business, and if not, the governing body will have until January 1, 1936, to expel them.

Sales for March Off 4%, Quarter Volume Is Ahead

Life insurance sales decreased 4 percent in March, according to the Sales Research Bureau figures, which show a gain of 14 percent for the first quarter, and 11 percent for the last 12 months. The decrease was general, being reported in seven out of nine sections of the country and in more than half the states.

Some states showed increases in March, however, the gains in the larger states being Pennsylvania, 6 percent; Minnesota, 5 percent; North Dakota, 5 percent; Virginia, 10 percent; West Virginia, 5 percent; District of Columbia, 17 percent; Kentucky, 10 percent; Oregon, 5 percent.

The South Atlantic states showed a 2 percent gain in March and the Pacific Coast states business maintained the same level. Boston's sales increased 14 percent, while Philadelphia made a 10 percent increase and Los Angeles 7 percent. Cleveland fared the worst of the big cities with a 19 percent decrease and St. Louis had a 14 percent drop. Chicago sales were off 6 percent and Los Angeles and New York 10 percent.

New York Legislature Adjourns; Work Reviewed

ALBANY, N. Y., April 25.—The New York legislature has adjourned after having passed a number of insurance measures. A brief review of enacted measures follows:

Notice to life agents to show cause why license should not be suspended or revoked or an application for license denied, may be made either personally or by mail; a departmental measure.

Creditors and beneficiaries under annuity contracts granted certain rights. Departmental bill.

Measure changing designation of fraternal lodge systems.

Domestic life companies permitted to invest 1 percent of total assets in notes or bonds insured by federal housing administration.

Providing for conversion to a mutual life company of a cooperative or assessment company.

Departmental bill providing no life company shall reject application for a policy or refuse to issue it after application solely by reason of applicant being of African descent.

Prohibition of misrepresentation, misleading advertisements and incomplete comparisons of insurance policies; a departmental measure.

Insurance company permitted to purchase and hold property acquired in payment on real estate in the process of reducing companies' investments in real property.

Limiting reinsurance contracts to 50 percent of outstanding risks; a departmental bill.

Providing for filing proof of loss and allowance of trust claims against domestic insurers in rehabilitation for distribution to claimants and relative to application for order of liquidation.

General corporation law amended prohibiting use in corporate title of words "annuity," "annuities," "underwriter," "underwriters" or "underwriting."

Prudential's Big Conference

Three Days Will Be Used Next Week in an Agency Convention

NEWARK, April 25.—More than 500 field representatives of the Prudential will attend a three-day conference to be held at the home office, April 29-30 and May 1. There will be 442 industrial superintendents and 87 ordinary managers in attendance.

The business sessions will begin April 29 with a general meeting of all delegates and home office officials. E. D. Duffield, president, will welcome the visitors and brief addresses will be made by other executives.

On Tuesday morning the superintendents will meet in the home office and in the afternoon there will be divisional group sessions at the Hotel Commodore, New York.

The ordinary managers will hold their discussion in the home office Tuesday afternoon. Individual divisions will meet with their respective managers and other company officers on Wednesday morning.

The conference will be closed on Wednesday night with a dinner at the Hotel Commodore to be attended by approximately 800 persons. President Duffield will preside at this function and the speakers of the evening will be U. S. Senator A. Harry Moore, of New Jersey, and A. H. Elder, of Montreal, Canada, a member of the firm of Wainwright, Elder & MacDougall, who have acted as the Prudential's legal representative in Canada for many years.

Hits Mail Order Concerns

CLEVELAND, April 25.—Recommendation that suspected fraud against Ohio citizens on the part of unlicensed, mail order insurance companies, be

brought to the attention of federal authorities is contained in the report of a special committee of the Cleveland Bar Association, which was appointed last fall to investigate mail order insurance. The report also urged support of the now moribund Hobbs bill to bar the mails to unlicensed companies.

The mail order companies have made a mockery of Ohio insurance laws, the report states. Much good was accomplished several years ago when the newspapers of Cleveland, advised of the character of most of the mail order concerns, refused to accept advertising from such outfits.

These concerns file no reports and

cannot be sued in Ohio. Some of them even advertise their freedom from local taxation. Policies are misleading and claims are held up.

The association cites typical cases of avoidance of just claims by mail order concerns.

Monthly Conservation Bulletin

To stimulate interest in conservation, the Connecticut Mutual is publishing a new monthly bulletin, "Persistence Record." It shows (a) the ratio of actual to expected terminations and (b) the gain in insurance in force for each of the general agencies. The agencies have been divided into five groups

according to the amount of insurance in force and age. For the first quarter the leaders of the five groups are: Caulkins, Rosenbaum & Caulkins, Cleveland; L. D. Fowler, Cincinnati; Milton Sherman, Toledo; F. D. Lombard, Philadelphia, and J. H. Goodwin, San Diego.

Schweiger With the Lincoln

George B. Schweiger has been appointed general agent in Oregon for the Lincoln National Life. The company has now upwards of \$4,000,000 of business in force in Oregon. New quarters have been opened at 603 and 604 Yeon building, Portland.

Authoritative!
Interesting!
Comprehensive!

Just off the press!

Concise, definite
and well written!
UP-TO-DATE

A new book by

HARRY W. DINGMAN

Author of "Insurability"

"Selection of Risks"

A comprehensive discussion of how to select risks for life insurance, and accident and health insurance, scheduling present day procedures as based on actual experience, with recognition of the lessons of the depression years 1930 to 1934.

for

- executives
- claim men
- lay-underwriters
- medical directors

- agents
- inspectors
- insurance lawyers
- medical examiners

• and all students of insurance

Doctor Harry Dingman is widely known in insurance circles for his studies and presentations on underwriting and claim handling. He is vice president and medical director of the Continental Assurance and Continental Casualty Companies, author of "Insurability" (1927), Fellow of the American Medical Association, and member of many insurance and medical societies. *Probably no insurance executive in America has a better understanding of the relationship between field and home office in writing and underwriting personal insurance.*

The new, "Standard Authority"

Beginning with a discussion of the general factors that determine insurability, "Selection of Risks" proceeds

rapidly into specific consideration of each factor that concerns the underwriter in passing on risks. Subjects are covered in alphabetical order for quick easy reference. Not only are all of the many diseases treated, but also such factors as Aviation, Family History, Habitat, Insurance Quotas, Moral Hazard, Occupation, Weight and many other important factors are covered.

Valuable with "Border-line" Cases

All of the more important and more frequent questions are considered at length. The minor and more unusual factors are more briefly discussed depending on their relative importance. Each disease is described to a sufficient extent for the underwriter to understand and identify it so he may be on the lookout for symptoms of related troubles that may affect the case, so that it should be very helpful in dealing with border-line cases. Each subject concludes with a statement of how insurability is affected for both life insurance and for accident and health.

Single Copy \$5.00, less in quantities of 12 or more.

This book is for ALL Underwriters

"Selection of Risks" will be found to be indispensable to the members of home office underwriting committees. *General Agents, Managers and Brokers* will find it equally valuable. Every progressive underwriter of personal insurance should have "Selection of Risks" for a better understanding of the factors that determine insurability and for more intelligent handling of border-line cases.

Order this Standard Authority on Underwriting Practices, NOW!

Fill out and mail this coupon

Enter our order and send:

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To The National Underwriter Company
420 East Fourth St., Cincinnati

What's New?

A Complete New Line of JUVENILE INSURANCE

offered by

THE COLUMBIAN NATIONAL

The "New England Institution" takes another big step forward and offers for the first time a full series of life insurance plans for children.

Every Columbian National representative now has a complete personal insurance service for his clients and their families.

THE COLUMBIAN NATIONAL LIFE INSURANCE Co.

Home Office—Boston, Massachusetts

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THE UNITED STATES LIFE INSURANCE COMPANY

Organized 1850 In the City of New York Non-Participating Policies Only
Over 80 Years of Service to Policyholders
Good territory for personal producers, under direct contract
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T. F. NORRIS CO. REALTORS

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Anniversary of Radio Program



Above, left to right, John Griggs, Helen Claire and Reed Brown, Jr. play the roles of "Randy Claymore," "Betty Graham" and "Gordon Wright" respectively, romantic leads of "Roses and Drums." Inset, another portrait of Miss Claire.

The third anniversary of "Roses and Drums," weekly radio program of the Union Central Life, will be celebrated April 28 at 5 p. m., eastern daylight saving time, in the New York studios of the National Broadcasting Company.

"Roses and Drums," known throughout the entertainment world as the longest continuously successful romantic drama in the history of radio, will enter its fourth year with a special broadcast

dedicated to Virginia Military Institute, Lexington, Va.

This program precedes a special celebration to be held May 2 at Fredericksburg, Va., when cadets from V. M. I. and a marine corps contingent will reenact the battle of Chancellorsville. It was at this battle that General T. J. ("Stonewall") Jackson, beloved professor at V. M. I. met his death in the Civil War.

Plan Life Week Drive on Cumulative Year's Basis

The Life Insurance Week drive this year is designed to be cumulative throughout the year rather than of benefit only in the week of observance. M. Albert Linton, president Provident Mutual Life and chairman of the committee in charge of the arrangements for the week, told the Philadelphia Association of Life Underwriters.

The human interest story of life insurance will be told, with newspaper advertising as the backbone of the drive. For the first time, he said, every company in the New York area is to take part in the campaign and, as a result, newspapers in at least 260 cities will be used. There will be four advertisements of 1,000 lines each used in most of the cities.

He said the second phase would be to create constructive contacts between agents and policyholders and prospective policyholders.

All advertisements will say that when the agent calls, he will bring the reader a booklet, "How to Win Both Ways." The public is not to be asked to write in for this booklet, for it will be delivered in person. The booklet carries the same picture on both sides. It tells how a man age 39 laid out his original program when he was first married and added to it from time to time. Mr. Linton said the booklet is not just for the Life Insurance Week but is constructive and can be used throughout the year in discussion of a man's life insurance.

Mr. Linton stated the advertising this year will be tied up with the poster; the first ad in the series having been blown up in color. This ad is based on the idea of "Carry life insurance? No, I own it."

Opens Jersey City Office

C. J. Zimmerman of Newark, general agent in New Jersey of the Connecticut Mutual Life, is opening a branch office in Jersey City with Conrad H. Lutz as district manager. He will develop a full time agency force.

New York Authorities Hit Life Extension Institute

Considerable interest is taken in the action started in New York courts against the Life Extension Institute by the authorities on the ground that it is practicing medicine. This enterprise makes examination of policyholders for life companies as well as checking up individually on people. It is incorporated. The medical fraternity claims that it is in the field of disease prevention and that is a province that should belong to the doctors. It was organized in 1913 by H. A. Ley, who is now president. Dr. L. G. Sykes, former medical director of the Connecticut General Life, is medical director; J. V. Barry, former vice-president of the Metropolitan Life is vice-president. There are a number of companies that have contracts with the Life Extension Institute to give periodical examination of policyholders. The main issue will rest on the question of whether in the field of disease prevention this enterprise can be said to be practicing medicine.

Agreement as to Agency Practices Signed by 36

NEW YORK, April 25.—Thirty-six life companies have signed the proposed intercompany agreement on part-time and unit agents and raising standards of agency selection, Vice-president Frank H. Davis of the Penn Mutual Life, chairman of the Life Agency Officers Association's committee on agency practices, announced following a meeting of the committee. The complete list, with names of companies subscribing to the agreement, will not be made public until May 14, as signatures are still coming in. It is understood that the signatories include many of the leading companies. Mr. Davis said the committee is much gratified at the progress that has been made.

Hugh H. Earle Is Named as New Oregon Commissioner

HAS 16 YEARS' EXPERIENCE

Veteran General Insurance Man of Eugene, Ore., to Succeed Averill;
Sehon Remains Deputy

Hugh H. Earle, a local agent at Eugene, Ore., has been appointed state insurance commissioner to succeed A. H. Averill. Mr. Earle has been in the business for the last 16 years and does a general line of business, writing fire, casualty and life. J. E. Sehon is retained as deputy.

Mr. Averill is closing four years' service as insurance commissioner. He is a past president of the Pacific States Fire. He served as director and vice-president of the J. J. Ross Mill Furnishing Company of Portland, and also served on the Portland commission of public docks.

DE CELLES IS CONFIRMED

BOSTON, April 25.—The nomination of F. J. DeCelles as insurance commissioner of Massachusetts was confirmed by the governor's council this week and he will take office immediately, succeeding Merton L. Brown, whose term expired April 7. The council failed to confirm the appointment when it was first taken up, but it was resubmitted by the governor, with better success this time.

RILEY UP FOR REELECTION

JACKSON, MISS., April 25.—George D. Riley has announced as a candidate on the Democratic ticket to succeed himself as insurance commissioner of Mississippi, a position he has capably filled since 1932. As practically all candidates have been announced, it is not believed that Mr. Riley will have opposition. Nomination in Mississippi by the Democrats is tantamount to election.

RECORDS

Indianapolis Life—March new business and increase in force largest since May, 1931. Retirement income and pension plans and child's educational policies are popular.

Provident Life & Accident—Gain of 18.3 percent in premium income for first quarter, increase of 9.3 percent in assets. Life department gained 30 percent in premium income and the accident and health department 15 percent. Life insurance in force increased \$1,419,082. March life production greatest for a single month in history. Written business for March was ahead 33 percent. Approved business was 65 percent ahead and paid 63 percent greater. For the first quarter submitted business increased 44 percent, approved business 62 percent and paid 38 percent ahead. Mortality on the regular business, excluding group, was 49 percent.

R. L. Law, Maryland, Northwestern Mutual Life—First quarter increase of 123 percent.

E. T. Bonham, Indianapolis, Pacific Mutual Life—81 percent increase in new business in first quarter.

Charles Lumme, Jr., Kansas City, Mo., Reliance Life—Increase of 34 percent in first quarter.

Chester O. Fischer, St. Louis, Massachusetts Mutual Life, March gain 26 percent; quarter, 2 percent.

Magoffin Goes to Pittsburgh

Norman B. Magoffin, general agent of the Berkshire Life at Indianapolis, has been transferred to the Pittsburgh office of the company. M. A. Hurley succeeds him at Indianapolis.

Goes to Coast



NELSON F. DAVIS, JR.

Assistant Superintendent of Agencies Nelson F. Davis, Jr., of the Guardian Life at its head office has been made manager of the San Francisco agency and home office representative on the Pacific Coast. He will supervise agencies in California, Oregon and Washington. He has been assistant superintendent since Jan. 1, 1932, and prior to that served as director of training for a number of years. He started as an agent for the Guardian Life in Philadelphia and then became supervisor and assistant manager of the agency there.

He is a graduate of Bucknell and after leaving college he became connected with a Philadelphia bank, becoming assistant cashier and trust officer. The Guardian Life San Francisco agency is located at 111 Sutter building. He succeeds George Leisander of San Francisco, one of the oldest managers in point of service. He is relinquishing the management after 34 years of service. He started as an agent for the company in St. Paul and then became agency inspector in that district. He was appointed supervisor of agencies in the northwest in 1909 and manager at San Francisco three years later. He supervised the Pacific Coast agency for a number of years. Mr. Leisander will continue to be affiliated with the agency as associate manager.

Stuart Chase Qualifies His View of Insurance

NEW YORK, April 25.—Recent excerpts in the daily press, taken from an interview with Stuart Chase, economist and author, in THE NATIONAL UNDERWRITER of Nov. 30, 1934, have been headlined in such a way as to make Mr. Chase appear to believe unqualifiedly in life insurance as the safest of all investments, an impression which he desires to qualify in certain respects.

"My remarks on the comparative safety of life insurance were not intended to impute any special magic to it, or to deny the fact that its safety is no greater than that of the securities which the companies hold," said Mr. Chase. "In the event of general financial collapse or runaway inflation, the holders of life insurance policies would, of course, suffer with the companies themselves."

"While these considerations are well understood by any life insurance man, they have apparently not been taken into account by daily papers in their treatment of the article. To keep the record straight, I would like to make it perfectly clear that I believe the future is too uncertain for anyone to declare dogmatically that life insurance, or anything else, constitutes the one ideal form of investment."

DCY

... meaning

Des Moines Calls You

... to the 1935 Convention of the National Association of Life Underwriters, to be held the week of September 16th.

A fine program of Education and Entertainment, plus contacts with national leaders, will make it worth your while to be present.

Des Moines is primed to put over

A REAL CONVENTION

It will pay you to attend

EQUITABLE LIFE

INSURANCE COMPANY

OF IOWA

DES MOINES

FOUNDED 1867

Enquire About the
**PERFECT PROTECTION
POLICY**

The latest and most complete development of
the Family Income Plan.

For full Details—without obligation—write



THE **DOMINION LIFE**
ASSURANCE COMPANY

LANSING . . . 801 OLDS TOWER BLDG.
DETROIT . . . 2724 UNION GUARDIAN BLDG.

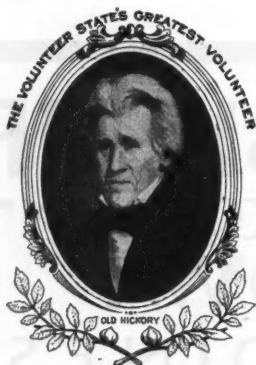
AMERICAN CENTRAL LIFE

**INSURANCE
COMPANY**

ESTABLISHED 1893

INDIANAPOLIS, INDIANA

● All modern forms of Life Insurance and Annuity contracts are written, either on an annual or single premium basis. Annuities include Retirement Income, Elective (Deferred), Joint and Survivor, Refund, and Survivorship—one for any type of prospect, in short.



Serving
Since
1903

We offer a diversified group of low net cost non-participating life and annuity contracts.

Substantial remuneration for the production and conservation of business.

Prospecting, selling and conservation material that has proven to be practical.

**THE VOLUNTEER STATE LIFE
INSURANCE COMPANY**

Chattanooga, Tennessee

RICHARD H. KIMBALL, President

LEGISLATIVE ● DIGEST ●

New York, Rhode Island and Vermont legislatures adjourn.

REGULATION

Nebraska—House has advanced to third reading bill backed by the life agency managers and life underwriters associations, increasing from \$100,000 to \$200,000 the capital required for incorporating new life and accident companies in Nebraska and increasing the number of policies and insurance in force before license may be issued. * * * The senate passed a bill making it a penitentiary offense to issue or circulate false statements about a life company.

California—Special hearing set by assembly insurance committee on bill providing that if a policy has at any time a valuation in excess of the premiums required to carry it to the next anniversary date, it must provide that the excess shall be added to the face amount of the policy. The measure also provides for withdrawal of the excess by the assured without deductions or charge for surrender or interest. The policy must also show allocation of the premium. This bill was introduced by Assemblyman Donihue, former life agent. A number of his other bills inimical to insurance have been tabled.

Washington—House passes bill levying heavy tax on life insurance proceeds over \$40,000 and providing that the inheritance tax department must be notified of insurance payments of \$1,000 or more.

Louisiana—Bill requiring stricter supervision of life and health and accident cooperative and assessment companies has been passed by both houses. In addition to filing articles of incorporation, giving details about the organization, full information must be given regarding the insurance in force, loss experience, etc. Foreign associations must file copies of charters and copies of policies, as well as membership certificates. There are a number of strict regulations.

South Dakota—Committee appointed to study insurance laws.

Prudential Will Be Active in Boosting Realty Values

NEWARK, April 25.—The Prudential, with sound faith in real estate, is prepared to take an active part in an effort to reestablish real estate values, President E. D. Duffield declared at a mass meeting attended by more than 1,500 realtors, bankers and building and loan officers, at which Mr. Duffield presided. It was also intimated that other large life companies are prepared to participate in such activity.

A resurgence of real estate values within the next two years, with rents doubling, the greatest housing shortage in the nation's history and an unprecedented building boom reemploying millions of men in the durable goods industries was predicted by D. S. Wenzlick of St. Louis, nationally known authority on real estate.

"It is not a question of whether it is just or equitable that rents will jump," he said, "it is inevitable. You can't stop the boom."

One of the factors in the reawakening of building activity, Mr. Wenzlick said, would be the performance of delayed marriages. Of these he said there are 13,000 in Newark alone which would be performed in the next two or three years. Mr. Duffield denied that there had been a wave of foreclosures and said examination of the company's books would show a surprisingly low number of people had been forced from their homes.



A Guaranteed Program

To prospects who demand guaranteed results, who wish to know the exact premiums for each year, the exact paid-up value of a policy at any date and its exact worth in cash or income at retirement age we offer the

COMMONWEALTH COUPON POLICY

This combines a well rounded insurance program in one policy which fills the above requirements on the guaranteed dividend basis.

In addition to the protection afforded the beneficiary it guarantees to the policyholder the amount of every premium, guarantees the number of premiums to be paid and guarantees the age when the policy will mature and become payable.

Commonwealth Life agents are enthusiastic in their praise of our COUPON POLICY—further evidence that this company, whose agents work under that unusual and highly successful plan of Commonwealth Cordial Cooperation, leads in giving an agent every possible help to insure permanent success—as well as in giving policyholders the very best in Life Insurance.

Further information regarding this successful policy will be given gladly to any agent.

L. Smith Homans, Vice-President

**COMMONWEALTH
LIFE INSURANCE CO.
LOUISVILLE, KY**

Two New Field Assistants



W. G. THOMPSON



D. D. JOHNS

The Home Life of New York has appointed two new agency field assistants. They are W. G. Thompson, who resigned as agency director of the En-

gelsman agency of the Penn Mutual in New York to take the position, and D. D. Johns, who had been field supervisor of the Acacia Mutual Life.

Work" was the contribution of Dr. A. J. Robinson, medical director Connecticut General Life. Requests for use of the electrocardiogram and x-ray as a supplementary aid to better underwriting of the cardio-vascular system should not be limited entirely by size of application, he said. Companies cannot rely implicitly on every so-called cardiologist's interpretation of the tracings, Dr. Robinson believes. Possession of the equipment to make an electrocardiogram does not imply knowledge and experience properly to interpret it. Medical directors and associates should make it their business to know all there is to be known about interpretation of the tracings, and if any doubt exists the case should be referred to a cardiologist of known repute.

Dr. Robinson noted electrocardiograms which were called normal by the doctor who made the tracings, but departures from normal sufficient to decline, and other cases which were normal but which cardiologists interpreted as unfavorable.

Neither clinical medicine nor life insurance medicine can state dogmatically just what mortality will be on a group of risks otherwise first class, except for an electrocardiogram which falls into the questionable group, Dr. Robinson said. There is difference of

opinion on this questionable group among even the best cardiologists. A middle course of a reasonable underwriting attitude toward these cases should be adopted and it would probably be considered overly severe underwriting to decline these cases outright. However, until further experience is available, it seems practical to limit the amount of insurance issued on such cases to a reasonable sum.

The age factor should not be ignored in calling for electrocardiograms and x-rays. If the present rule is correct for making requests at age 30, it would seem desirable to revise it so that at age 40 both tests would be routine underwriting requirements if concurrent applications total \$100,000 or more, and this with existing insurance brings the total on the life to \$200,000 or more. Likewise, at age 60 or over, both tests should be obtained routinely if concurrent applications total \$50,000 or more.

Dr. Joe E. Daniel, medical director Great Southern Life in Houston, presided as chairman at the Excelsior Springs session. Col. C. B. Robbins, manager and general counsel, and President Herbert K. Lindsley of the American Life Convention, who is head of the Farmers & Bankers Life of Wichita, extended greetings. All sessions are being held in the morning.

Medical Section Is Holding 25th Meet

(CONTINUED FROM PAGE 1)

traffic, 21.4 percent were unfavorable and 7.6 percent sufficient to decline, compared with 15.5 percent unfavorable and 3.8 percent sufficient to decline among applicants in occupations not connected in any way with liquor.

He said 1 percent of current life inquiries shows employment where sale of alcoholic beverages is indicated. There is, however, constant trace of occupations entirely removed from accustomed association where the applicant does dispense intoxicants, a factor which forced inspection agencies to incorporate new questions in report forms bearing on the free daily duties of applicants. Mr. Hill estimates that two-tenths of 1 percent of current inquiries have an actual liquor hazard not suggested in the occupation stated on the inquiry.

The vastness of the figures presents many problems to underwriters, Mr. Hill said. Change in habits is constantly taking place. Will the weight of the W. C. T. U. and power of big business lead to a recrystallization of public condemnation of what is today almost a public acceptance of free drinking in all the strata of the social structure? What will be the environment of the over-the-counter drinking places? The presence of women is a factor, involved in which is the much larger writing of women by life companies.

Is Respectability Criterion?

What underwriting importance should be attached to employees in places of high respectability where intoxicants are sold in packages at retail? The purveyors of liquor today are the same or on a parallel with those who sell drugs, toilet articles, meats, groceries, tobaccos and confections. It will be difficult to apply old ideas of moral hazard to trusted clerks, girls from average homes, youths fresh out of school and college who take positions, not as liquor vendors but as clerks and salesmen.

Another vital factor in this spread of alcohol is the effect on automobile driving. Many filling stations now dispense liquor. Mr. Hill suggested it may be necessary to zone a radius around filling stations along with churches and schools as prohibited territory for sale of liquor. He cited figures showing 3.16 percent of all drivers involved in automobile accidents last year were under the influence of liquor compared with 2.43 in 1933, and 4.47 percent of

pedestrians against 2.99 the year before, the increases being 33 percent and 49.5 percent, respectively.

Life companies have no uniform basis for underwriting applicants handling intoxicants in their employment and there are some wide differences. A clarification and settling down of various state liquor control boards to something near standard practice in distribution probably will lead to greater uniformity in underwriting.

A number of important conclusions were drawn on the subject "Pelvic Infections," by Medical Director J. L. Andrews of the National Life & Accident, in his paper on that subject. He suggested appointment of a liaison committee to get in touch with national and other groups of medical men, medical clinics and doctors everywhere to stress the importance, not only to life insurance but medical science, of accumulating statistics as to what happens to patients after operations or treatment. Dr. Andrews suggested a careful preliminary underwriting study. Results will be slow and somewhat intangible, but of great benefit to doctors in curing the sick and to life insurance in underwriting risks. He said appeals should be made to doctors everywhere to begin this study.

Draws Some Conclusions

Features to watch in underwriting such risks are the moral hazard, postponement of action for at least a year in risks with intra-abdominal operation on pelvic organs, securing of complete history in every case, supplemented by additional complete investigation along lines suggested by the history; steps taken to secure cooperation of doctors in collecting data. Disability benefits should be allowed with great caution if at all, he said.

Dr. J. L. Evans, medical director Farmers & Bankers Life, Wichita, Kan., discussed Dr. Andrews' paper. He said he like Dr. Andrews had been unsuccessful in finding literature covering pelvic infections and their relation to life insurance. There is little definite information on the subject and the only knowledge which can be gleaned is from clinical experiences. More intelligent rating could be placed on these risks if final results in a large group of persons who have suffered from pelvic affections are known and the morbidity and mortality established. Conservatism as to surgery in these cases by better surgeons has brought a marked decrease in death rate over older more radical methods, he said. Dr. Evans endorsed the suggestion as to study and investigation of these infections by a committee of the section.

An interesting paper on "A Day's



OUT OF A CLEAR SKY!

ON April 28, 1915, The Midland Mutual Life issued a \$1,000 Twenty-Year Endowment policy to Mrs. May Trust, age 29. Fourteen annual premiums were paid thereon, dividends applied to the purchase of paid-up endowment additions. Then the policyholder quit paying, believing that she had merely paid for fourteen years of protection.

Six turbulent years rolled by. A pure endowment of \$812 matured for Mrs. Trust. After much effort Mrs. Trust was located in a certain Ohio village. Her husband was working part-time, the family living on a reduced budget. Then came "good news" conveyed by a Midland Mutual representative. Mrs. Trust could scarcely believe her good fortune, but finally located the policy in an old trunk stored in the attic.

Cash in the amount of \$812 means an Easter dress for Betty and a new suit for Jimmy with father's life insurance renewed and money in the bank. A fine example of thrift rewarded!

Of course her name isn't May Trust.

The Midland Mutual Life Insurance Company

Columbus, Ohio



THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION, PUBLISHED EVERY FRIDAY

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E. J. WOHLGEMUTH, President
HOWARD J. BURRIDGE, Vice-Pres.-Gen. Mgr.
JOHN F. WOHLGEMUTH, Secretary
Associate Managers:
W. A. SCANLON **G. C. ROEDING**
O. E. SCHWARTZ

CINCINNATI OFFICE
420 E. Fourth St., Tel. Parkway 2140
LOUIS H. MARTIN, Manager
ABNER THORP, JR., Director Life Ins. Service Dept.
CURTIS C. CROCKER, Mgr., Handbook Dept.
NEW YORK OFFICE
1200-123 William St., Tel. Beekman 3-3958
EDITORIAL DEPT.
GEORGE A. WATSON, Associate Editor
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BUSINESS DEPT.
NORA VINCENT PAUL, Vice-President
W. J. SMYTH, Resident Manager
J. T. CURTIN, Mgr., Industrial Dept.
HARTFORD OFFICE
Room 802, 18 Asylum St.
Telephone 7-1227
RALPH E. RICHMAN, Manager

PHILADELPHIA OFFICE
1127 Fidelity-Philadelphia Bldg., Tel. Pen 3706, **HARRY C. MOUNTAIN**, Resident Manager

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Birth of the Sales Congress

THE death of **JULES GIRARDIN** of Chicago, who for many years was head of the PHOENIX MUTUAL LIFE in that city, and the holding of the Chicago sales congress last week recalls the fact that it was during Mr. GIRARDIN's administration as president of the CHICAGO LIFE UNDERWRITER'S ASSOCIATION that the present sales congress idea materialized and the first gathering of the kind was held. There may have been one or two meetings of similar character held theretofore, but the Chicago project took on major proportions and was the forerunner of those of today. Indeed it was called the "First Midwest Life Insurance Sales Congress."

It was held Feb. 9, 1920. **EDWIN AUSTRIAN** of the NORTHWESTERN MUTUAL was vice-president of the Chicago body and **JOHN R. MCFEE**, MASSACHUSETTS MUTUAL, secretary and treasurer. **JULIUS H. MEYER**, now general agent of the NEW ENGLAND MUTUAL LIFE, probably originated the idea for at the meeting of the Chicago association, Oct. 22, 1919, he set forth the possibilities of a congress on comprehensive lines. It was decided to ask all agents to give that day to attending the congress. **E. C. FOWLER**, general agent NEW ENGLAND MUTUAL LIFE, was chairman of the organization and program committee, the other members being **J. F. OATES**, NORTHWESTERN MUTUAL; **H. C. HINTZPETER**, MUTUAL LIFE OF NEW YORK; **A. A. DREW**, MUTUAL BENEFIT; **C. M. CARTWRIGHT**, THE NATIONAL UNDERWRITER, and **E. C. PLATTER**, MASSACHUSETTS MUTUAL. There

were some 600 people that attended the convention and 220 at the banquet.

Mr. GIRARDIN presided over the deliberations. **JOHN A. STEVENSON**, who was then director of the CARNEGIE SCHOOL OF LIFE INSURANCE SALESMANSHIP, spoke on the "Psychology of Selling." **A. D. HATFIELD** of Cleveland, who gave much attention to business insurance and was general agent of the NEW ENGLAND MUTUAL, spoke on his favorite subject, "The Value of Business Preparedness." **H. D. WRIGHT** of New York, superintendent of agents METROPOLITAN LIFE, gave an inspirational selling talk. **S. T. SWANSEN**, assistant counsel of the NORTHWESTERN MUTUAL, had as his subject, "Federal Income & Estate Taxes: Effect on Life Insurance." **A. S. INGERSOLL** of Chicago, assistant to the general agent of the MUTUAL BENEFIT LIFE, spoke on "Life Insurance: the One Logical Provision for Estate & Inheritance Taxes." **J. ELLIOT HALL** came on from New York and gave a talk on "Income Insurance." **W. H. BEERS, JR.**, Rochester, N. Y., general agent MUTUAL BENEFIT LIFE, who at that time was giving much attention to standardized selling talks, spoke of the desirability of such procedure.

The sales congress idea since then has developed into its present day form. Mr. GIRARDIN was an enthusiast in promoting this first congress and the holding of the recent Chicago congress in his city just at the time of his passing recalled the inception of the idea. There was silent standing tribute to him at the congress.

Sweeping Out "Gus Gloom"

DR. W. A. GRANVILLE, director of publications of the WASHINGTON NATIONAL of Chicago, in one of his happy epigrams says, "Take a broom and sweep out Gus Gloom." We have entirely too much depressing conversation and gloomy talk these days. It seems to be a constant habit of many people to look for something that is dull and destructive. They read in their daily papers some items that appear to them to be discouraging and their minds soon become permeated with gloom. Not long ago a life insurance general agent

made a pact with his agents that for two weeks they would not read a daily paper. Therefore they did not know what was going on. They did not study the stock market, were not regaled with news that caused one to be downcast. As a result they kept their minds comparatively free from dark and foreboding thoughts. Their business increased.

It is well to bear in mind the maxim, "Molasses will catch more flies than vinegar." A smile will win over harsh words.

PERSONAL SIDE OF BUSINESS

Commissioner **Jess G. Read** of Oklahoma is on his sixth annual trip to Louisville to attend the Kentucky Derby, accompanied by **C. C. Day**, general agent Pacific Mutual Life; **T. E. Branniff**, casualty general agent, and **C. F. Linder**, special agent Pacific Mutual.

G. W. Hunt, assistant chief clerk in the secretary's department of the Northwestern Mutual Life and an authority on insurance practice and law, has completed 45 years with the company. He started at 15 as messenger and has served under four company presidents and five secretaries.

C. E. Kessler, 38, former superintendent in Louisville of the Western & Southern Life, died at a government hospital in Washington.

George W. Steinman, president Midland Mutual, will have completed 23 years' service with the company May 1. May has been set aside as president's month and a special campaign is to be put on in his honor.

J. W. Miller, the new general manager of the Occidental Life of Los Angeles for Canada, has his office at London where the headquarters for the Dominion are now located. He succeeds **S. C. Tweed**, who has become president of the Universal Life, an industrial company at Kitchener, Ont. Mr. Miller was formerly in the newspaper business at Winnipeg and took an agency of the Western Mutual Life of Los Angeles for Manitoba. He became subsequently its Canadian general manager and then went with the Occidental Life in 1928.

A. E. Patterson, Chicago general agent of the Penn Mutual, returned to his desk this week much refreshed after a short vacation at Miami Beach and in South Carolina.

Commissioner **J. C. Ketcham** of Michigan is to be the main speaker at a meeting of all classes of insurance men in Kalamazoo April 26, sponsored by the Kalamazoo Association of Insurance Agents, represented on the arrangements committee by **W. Z. Harris**; the Kalamazoo Fire & Casualty Underwriters Association, represented by **Willard Bryant**, and the Kalamazoo Life Underwriters Association, represented by **W. R. Bryant**.

Thomas O'Malley, Chicago general agent of the Indianapolis Life, celebrated his 21st anniversary with the company last Saturday. A meeting of all the Chicago agencies was held at the central office in the Gas building with Manager **S. M. Krawczyk** presiding. A luncheon was served following the meeting. Mr. O'Malley is a strong personal producer and is a member of the various agency clubs. He gave a talk at the meeting, reviewing his years of service and giving high praise to the Indianapolis Life.

LaNoue Matta, vice-president Protective Life of Birmingham, has been elected president of the Alabama Tuberculosis Association.

D. E. Darrah, until last June district manager National Life of Vermont at Madison, Wis., died at his home in Chicago. Mr. Darrah went to Chicago last year to become administrator of the federal farm implement code authority.

Fred L. Fisher, advertising manager of the Lincoln National Life, announces the arrival of **Sarah Louise Fisher** and her appointment as chairman of the board, president, vice-president and general manager of "We, Us & Co." founded at the time of Mr. Fisher's marriage in 1933. He also expresses the belief that the firm's slogan, an-

nounced at that time, "Specialists in conservative family building," has been upheld.

Walter W. Head, president General American Life, will speak at the annual regional meeting of the Boy Scouts of America in Boston on April 25. He will also speak at the annual meeting of the Narragansett Council at Providence, R. I., on April 26.

C. E. Becker, president Great American Life of San Antonio, Tex., and Mrs. Becker, who have been on a tour of Europe, Asia Minor and Egypt, have returned home.

John A. Macfadyen, Seattle branch manager of the Sun Life of Canada, died in Hollywood. The funeral will be held in Seattle. He is survived by a widow, son and daughter.

L. U. Stancill of Raleigh, N. C., state agent of the New England Mutual, was killed last week when a truck knocked him from the running board of another truck on which he was riding when his own car became disabled between Selma and Smithfield, N. C.

Carl J. Allenbaugh, manager of the insurance department of the Hawaiian Trust Co., general agency of the Prudential on the islands, was a guest for several days of **Glen McTaggart**, Denver general agent of the same company. Mr. Allenbaugh was en route to attend a home office conference.

H. W. Manning, assistant general manager of the Great-West Life, returned to Winnipeg last week. Mr. Manning had been ill since the beginning of the year, and has been recuperating at Biloxi the past month. He is now fully recovered and has completely resumed his activities.

Seventieth Anniversary

The Connecticut General Life observing its 70th anniversary this year is tying in with Connecticut's Tercentenary in a 10 weeks' campaign now running. A trip to a conference in Hartford during the tercentenary will be awarded to leaders in paid application and premium credits.

Former Commissioner of Ohio Dies at Age of 58



B. W. GEARHEART

B. W. Gearheart, former Ohio insurance commissioner, who died recently, was 58 years of age. He was counsel for a while for the American Insurance Union.

NEWS OF THE COMPANIES

Break Records in Old Line Life Silver Jubilee Drive

MILWAUKEE, April 25.—To honor the 25th anniversary of the Old Line Life of America and as a personal tribute to President John E. Reilly, agents conducted a special drive for an increased volume of business in the last month of its 24th year and to make a record on the birthday. The campaign broke all records for the past five years, and on the closing day all single day records were smashed.

The principal celebration of the silver jubilee of the Old Line Life will be held in the home office in Milwaukee July 9-11. The company was organized Feb. 19, 1910, and was licensed by the Wisconsin department April 16 of that year.

Occidental Life Figures

The Occidental Life of Los Angeles in its annual statement, reports assets of \$22,257,383. The principal items included federal securities \$1,437,475; other bonds \$5,077,006; mortgages \$3,131,447; policy loans \$2,905,672; stocks \$1,820,867; cash \$517,551.

During the year, the Occidental Life reduced its policy loans by \$2,376,788. A special effort was made to cut down the indebtedness and this work is being continued.

Policy reserves amount to \$16,752,020, capital \$1,000,000, assigned surplus \$615,116, unassigned surplus \$1,095,376.

Total income from premiums and investments amounted to \$6,792,687. There was \$53,552,988 insurance written and \$183,821,311 insurance in force.

The Occidental group department has broadened its scope and now looks after not only group life but accident and health.

Standard Life Setup Confirmed

JACKSON, MISS., April 25.—At the meeting of the executive committee of the Standard Life of Jackson the following officers were reelected: G. W. Covington, president; Bukes Nisekey, general counsel, and G. L. Donald, treasurer. All have been with the Standard since it began business in 1931 and Mr. Covington has been the company's president, directing its financial operations, since the resignation of J. G. Stirling.

A few weeks ago L. K. Arrington, formerly of the Tennessee insurance department and for many years chief examiner of that department, was elected vice-president, and is actively in charge of the agency department. When the Independent Life of Nashville was placed in receivership, Mr. Arrington was chosen to manage the company and made the unusual record of earning a profit during the period of receivership. The Independent's business was subsequently acquired by the Standard, and constitutes the bulk of that company's insurance in force, so that Mr. Arrington is thoroughly familiar with its affairs.

Campaign for Dr. Schilling

The Michigan, Cleveland and Columbus agencies of the Ohio State Life topped the list in the campaign in honor of Dr. C. E. Schilling, vice-president and medical director. Heading the individual producers were Alfred Guay, Los Angeles; M. Schickendantz, Akron, and A. E. Demilio, Pittsburgh. Dr. Schilling has gone to Dallas to attend a dinner to be given by the agency there in his honor. He was accompanied by F. L. Barnes, agency vice-president.

Great Northwest in Oklahoma

The Great Northwest Life of Spokane, Wash., has entered Oklahoma,

with F. E. White of Oklahoma City appointed general agent.

G. W. Clayton Now Heads the Columbian Mutual Life

George W. Clayton, who has been secretary of the Columbian Mutual Life of Memphis, has now been elected president to succeed Scott Fitzhugh, who has resigned. Mr. Clayton has been connected with the company about 25 years.

Federal Reserve Hearing

The hearing on the suit of W. W. Holloway against the Federal Reserve Life, alleging insolvency and asking the appointment of a receiver, has been postponed by Judge Pollock of the Kansas City, Kan., federal court until May 6.

Morgan with General American

Ralph F. Morgan has been appointed a life agency supervisor of the General American Life and will operate from the home office. He is a former home office supervisor of the Mutual Trust Life of Chicago. He entered insurance as an agent at Ashtabula, O., for the National Life, U. S. A., and later went to Cleveland as manager there.

Robinson with Service Life

L. C. Robinson, recently office manager in the Regional Agricultural Credit Corporation, Omaha, has been named assistant agency director in the home office of the Service Life of Omaha. Mr. Robinson was formerly with the Iowa agency of the Equitable Life of New York.

Change in Macaulay's Title

MONTREAL, April 25.—T. B. Macaulay, chairman of the board of the Sun Life of Canada since the election of Arthur B. Wood as president a year ago, is referred to as "chairman emeritus" in the 1934 annual report of the company.

Jensen Group Underwriter

E. S. Jensen has been appointed group underwriter of the Occidental Life of Los Angeles. For ten years he was with the Great Republic Life of Los Angeles as actuary, prior to which he was in the casualty actuarial department of the Travelers at the home office.

Blunt, Merritt on Trips

Col. J. W. Blunt, vice-president of the Monarch Life, and Francis L. Merritt, recently appointed superintendent of agencies of that company, are on extended agency trips. Both have visited Chicago and other middle western cities the past week.

Beneficial Life Promotions

The Beneficial Life of Salt Lake City has announced the following personnel changes: Virgil Smith of the actuarial department becomes assistant secretary; Earl Pierce of the bookkeeping department becomes assistant treasurer; W. M. Anderson of the agency department will be agency supervisor; E. P. Watkins of the real estate loan department will be supervisor of that department.

An executive committee has been appointed consisting of J. F. Smith, apostle of the Mormon Church and son of the late J. F. Smith, first president of the Beneficial, chairman; O. W. Adams, S. L. Chipman and D. O. McKay.

E. T. Ralphs, manager of the company for several years until a month

or two ago, is still with the organization in a supervisory capacity, but no announcement has been made so far as to his exact position or title. G. J. Cannon was recently appointed executive vice-president of the Beneficial.

Morris Assistant Treasurer

The Central Life of Iowa has appointed L. C. Morris assistant treasurer. For the past five years he has been in the financial department and before that in the actuarial division. He also served as secretary-treasurer of the home agency.

Columbia Life Broadcast

The Columbia Life of Cincinnati made its initial radio broadcast last Sunday afternoon over station WKRC from 1:45 to 2 o'clock. A series of 13 programs has been contracted for on Sundays and Wednesdays at this time. Annuities are featured, exclusively. The program is a musical one, including Donald Novis, tenor, and a Jan Garber ensemble. Agents are enthusiastic over the results obtained on the first broadcasts.

Dr. J. S. Mills Resigns

Dr. J. S. Mills has resigned as assistant medical director of the Ohio

National Life. He had served in that position since 1931.

Biggest Day's Production

PHILADELPHIA, April 25.—While Vice-president Frank H. Davis of the Penn Mutual Life was away recently on an agency trip, some of the leading general agents suggested to the agency department at the head office that his birthday anniversary, April 22, be celebrated by a single day's production. Agents were not notified until Thursday of last week. Notwithstanding Good Friday and a short day on Saturday, a total of \$8,000,000 was written, coming from every part of the field. This was the biggest single day's production in the Penn Mutual's history.

Receiver for Majestic Mutual

The Majestic Mutual of Detroit, a small assessment life carrier, has been placed in receivership through action of the Michigan department, following a request for liquidation from its board of directors. L. K. Powers, department examiner, was named receiver.

The Anthony Wayne Life, an assessment concern at Fort Wayne, Ind., has moved its office from Fort Wayne to the American Trust building in Richmond, Ind. H. R. Spurling is the chief factor.

Do You Want to Grow?

(If so, this should interest you.)

WE HAVE:

Ample Resources

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Tools in Our Kit

A complete set of up-to-date policy contracts for men, women and children. Exceptionally low premium rates showing low net costs.

A Complete Development Plan

A complete plan for Agency development built and directed by experienced fieldmen.

A New General Agent's Contract

that is unusually interesting.

We Are Hard to Please

If you have a better than average record and are ambitious to build a successful General Agency with a pure'y mutual Company, we offer you an opportunity to sell yourself to us.

Direct your letter to

A. B. OLSON, Manager of Agencies



**GUARANTEE MUTUAL
LIFE COMPANY**
OMAHA, NEB.

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Licensed in Twenty-five States and the District of Columbia

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Life Agents work under a liberal contract containing settlement, volume and renewal bonuses.

OPENINGS ARE AVAILABLE
for live, aggressive Agencies and Men

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HOME OFFICE, Los Angeles, Calif.

V. H. JENKINS, Vice-President, in Charge of Production

Different — Modern — Quick Selling

READY CASH POLICY

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Note these 6 features:

1. Draft and claim form contained in each policy provides *immediate cash* to beneficiary at local bank.
2. Issued *only* in \$500 policies.
3. Protects other insurance and gives **READY CASH** at a time it is needed most.
4. Incontestable from date of issue.
5. Ordinary Life or 20 pay life — ages one month to 55 years.
6. Each **READY CASH POLICY** as well as every contract issued by this company is registered with the State of Kansas and secured 100% by deposit of approved securities with the State.

"Give 'em what they want and they will buy" goes an old saying. This truth is apparent in the success of the **READY CASH POLICY**. People want it because it fits a particular need and for that reason they have been buying it enthusiastically. Great American Life agents have profited from this *ready* acceptance of the **READY CASH POLICY**. You can also.

Write for details and available territory in Kansas, Missouri or Oklahoma

GREAT AMERICAN LIFE INSURANCE COMPANY

Stephen M. Babbitt, President
Hutchinson, Kansas

LIFE AGENCY CHANGES

J. Albert McAfee Retiring

J. E. Pullen Has Been Appointed Manager of the Ohio State Life at Toledo

J. Albert McAfee has retired as Toledo manager of the Ohio State Life at the age of 76, having served the company for 26 years. J. E. Pullen succeeds him. Mr. McAfee was appointed manager Feb. 5, 1909, when the Ohio State was not quite three years old. At one time he served the American Central Life and later the Union Central.

Mr. Pullen served as agency supervisor of the Bankers Reserve Life of Nebraska in Kansas, Missouri and Oklahoma, and when that company merged with the Ohio National he was made superintendent of agencies of the latter's central division.

W. L. Boyce Resigns from Service of the Equitable

W. L. Boyce, who for seven years has been agency manager of the Equitable Life of New York at Syracuse, N. Y., has resigned. Mr. Boyce is a native of North Dakota and studied theology at Wesleyan College, Grand Forks, N. D. He is a graduate of the University of North Dakota. He started as an agent in Fargo and later became district manager of the Equitable. W. W. Klingman, now vice-president, appointed him superintendent of agents in his agency at St. Paul. He went to Syracuse in 1928 as manager of the Equitable. Mr. Boyce has always been a good personal producer. Last year his agency produced \$13,900,000. His largest business was in 1931 with \$15,800,000.

Jenkins Back in Charlotte

J. C. Jenkins, who has been connected with the Sun Life in San Francisco, has returned to Charlotte, N. C., as general agent for the Pilot Life. He entered the insurance business after the war at Rockingham, N. C., with the Jefferson Standard Life. In 1924 he removed to Charlotte and was one of the leading producers of the agency. In 1930 he went to Atlanta as assistant manager of the Georgia territory for the Jefferson Standard and in 1931 was sent to Cleveland as Ohio state manager. He left that position last summer to go to San Francisco.

P. A. Nicholson, who has been cashier of the Charlotte agency of the Pilot Life, becomes district manager for several counties in eastern North Carolina, with headquarters in Washington.

E. L. Mallon Is Promoted

E. L. Mallon, supervisor of the Cleveland agency of the Provident Mutual Life, has been promoted to a place in the agency department at the head office. He has been associated with J. R. Davis, general agent at Cleveland, for about two years. Formerly he was life insurance officer in the trust department of the National City Bank of Cleveland.

H. H. Wilson Appointed

The Equitable Life of New York has appointed H. H. Wilson as general agent at 7 East 42nd street, New York, continuing the agency supervised by his

father, the late J. J. Wilson. Mr. Wilson, with his associate, Archibald Moffatt, has in recent years been active in assisting his father in the management of the agency. For several years he was on the staff of the New York University insurance division.

J. J. Wilson was the oldest Equitable general agent in point of service. He started at the age of 26 or 47 years ago as an agent in New York City. For over 40 years he had been a general agent. Mr. Wilson had maintained agency headquarters on Forty-second street for over 25 years.

Now a Branch Office

The home office general agency of the Southeastern Life of Greenville, S. C., has been converted into a branch office. Lee H. Welch, who has been general agent, becomes branch manager. He has been connected with the company since 1919. T. M. Keith becomes cashier of the Greenville office.

Buzard Seattle Manager

R. S. Buzard has been appointed Seattle manager of the Reliance Life, succeeding the late George Gilbert. He entered life insurance with the Northern Life in 1930 after making a record in football at the University of Washington. Four years later he joined the Reliance Life.

Named by Ohio National

The Ohio National Life has appointed J. F. Branigan western Washington manager, with headquarters in Seattle. Mr. Branigan spent many years with the Pacific Mutual as Seattle manager.

Appleman Is State Agent

L. C. Appleman has been appointed Washington state agent of the National Life of Vermont with offices in Seattle. Mr. Appleman was with the Massachusetts Mutual in Los Angeles for eight years. Prior to that he spent three years with the Mutual Benefit.

Form Wayne Underwriters

J. E. Pollak and G. W. Gray, both former life general agents in Detroit, have formed a partnership as the Wayne Underwriters, 1018 Michigan Theatre building, to represent life, accident and health and casualty companies. Mr. Gray was supervisor of the Morris Fishman general agency of the Detroit Life for some years and for the past year has been general agent of the Franklin Life. Mr. Pollak was a leading personal producer of the Detroit Life for several years and has been a general agent of the company since 1932, resigning April 1.

Moore Associate General Agent

J. B. Moore, Montclair, N. J., has been appointed associate general agent of the Midland Mutual Life.

T. F. McGowan

T. F. McGowan has been named general agent at Aurora, Ill., by the Lincoln National Life. He joined the company as a special agent ten years ago and has been a district agent for seven years.

W. E. Watts Promoted

W. E. Watts has been promoted by the Lamar Life from special agent to

TAKE BOTH Life men who write automobile or fire insurance, as well as life, should read

The National Underwriter (Fire, Automobile and Casualty section, \$4 a year), as well as the Life Insurance Edition. Both on one subscription, \$5.50 a year. SEND ORDER NOW TO A-1946 INSURANCE EXCHANGE, CHICAGO.

district manager in Brookhaven, Miss. He has been with the Lamar Life five years and has qualified for the All-Star Agency Club and the Consecutive Weekly Production Club each year.

Moriarty at Dubuque

R. J. Moriarty is now general agent of the Guaranty Life of Iowa at Dubuque, Ia. For seven years he was on the general agency staff of the Guaranty Life in St. Louis and in recent months has been stationed in Des Moines in the reinsurance department established by the Guaranty Life after it took over the Register Life.

Life Agency Notes

V. H. Robinson, district manager Oregon Mutual Life, Walla Walla, Wash., has appointed C. H. Kerslake as city manager there.

H. F. Atkinson, identified with health and accident insurance in Lincoln, Neb.,

for a number of years, has joined Travelers in Omaha as field assistant in the life, accident and group department, covering Nebraska and western Iowa.

C. C. Hutson, Kokomo, Ind., has been named general agent there by the People's Life of Frankfort.

D. H. Greene of El Dorado, Ark., has been promoted to general agent of the Pyramid Life. He has been with the Pyramid for many years.

Ralph L. Hermann, agent in the Patterson general agency Penn Mutual in Chicago for four years, has been appointed district manager at Freeport, Ill., succeeding N. H. Weeks.

A. E. Johnson, former superintendent of schools at Emmetsburg, Ia., has been appointed field supervisor for the Northwestern Mutual at Algona, with five northwest Iowa counties.

The Jefferson Standard Life of Greensboro, N. C., has appointed J. E. Cassell and D. L. Maness district managers at Concord, N. H.

Sol Moyses & Co., prominent local agency in Chattanooga, Tenn., has been appointed district general agent for the Lincoln National Life. H. Oppenheim, head of the Moyses organization, will direct the life department.

LIFE COMPANY CONVENTIONS

Plan Northwestern Gathering

Sales Clinics to Be a Feature — Idea Exchange Hours to Be Held

MILWAUKEE, April 25.—Plans are progressing for the annual meeting of the Association of Agents of Northwestern Mutual Life here July 22-24. The sales clinic, which has been a successful feature of Northwestern Mutual agents' meetings during the last two years, will be repeated but with a different treatment. Groups of approximately 200 agents each will be assembled in different rooms and a flying squadron of speakers will visit the various rooms, instead of having the audiences move from one room to another. All the advantages and the intimacy of the smaller group will thus be obtained, and each group will have a continuous program as the speakers complete the circle.

The first breakfast round table of half-million dollar and over producers will be held the second morning. This group will select a speaker who will be a surprise addition to the next day's session. "Idea-Exchange Hours" have been arranged, the first devoted to approaches and the second dealing with closes, all used successfully by agents.

City, rural and management sections will have a special and appropriate program. President M. J. Cleary will close the annual meeting with a talk.

HOME OFFICE MEN ACTIVE

Home office officials of the Northwestern Mutual Life are attending a number of agency meetings in the field to address agents' groups. M. J. Cleary, president; Grant L. Hill, director of agencies, and J. J. Hughes, assistant director, were in Columbus, O., Monday for an all-state sales meeting. Charles Eckert, Columbus general agent, was chairman. Tuesday the Ohio district agents held a meeting at Columbus, with J. L. Presler, district agent at Van Wert, O., as chairman. Mr. Hill and Mr. Hughes also appeared on this program, the theme of which covered the organization and production problems of district agents.

The Northwestern Mutual District Agents Association of Indiana held a meeting at Vincennes, Ind., on Wednesday. Mr. Hill addressed this meeting as did Russell Thierbach, assistant director of agents.

W. R. Chapman, assistant director, and L. J. Evans are on a trip through eastern territory for two weeks. Mr. Chapman's itinerary includes the general agencies of C. A. Votaw, Scranton; G. K. Reynolds, Lancaster and H. L.

Smith, Harrisburg, Pa.; W. T. Nolley, Richmond, Va., and L. W. Norton, Durham, N. C. The schedule for Mr. Evans includes C. A. Votaw, Scranton, Pa.; O. F. Heyman, Springfield, Mass.; V. D. Griffin, Manchester, N. H., and A. L. & W. B. Cushman, Portland, Me. Both will return to the home office at the end of April, but have scheduled two weeks' trips the latter half of May.

Sales Meetings Conducted by the Lincoln National

One day sales meetings were conducted this week in Kansas City and Des Moines by the Lincoln National Life for its representatives in western Missouri, eastern Kansas and Iowa. A. F. Hall, president, was the lead speaker. His topic was "The Value of Management During a Depression." Mr. Hall was accompanied by the following home office officials who took part in the meetings: A. L. Dern, vice-president and manager of agencies; C. F. Cross, secretary and assistant manager of agencies; Dr. W. E. Thornton, medical director; W. T. Plogsterth, director of field service, and J. F. Hunt, account executive for Maxon, Inc., advertising agency.

Col. A. P. Osborn, Kansas City general agent, presided there and B. M. Kirke, general agent in Des Moines, in his city.

State Mutual to Observe 90th Year at Convention

The State Mutual Life is celebrating its 90th anniversary this year and qualified agents will hold a convention at the head office June 4-5. The general agents association will meet June 3. Frank Pennell of New York is chairman. The first three months the company reported a fine increase in business. The qualification period for the convention runs from July 1, 1934, to April 30. President Chandler Bullock will tender a banquet the evening of June 4.

Vermillion Meet Scheduled

MILWAUKEE, April 25.—Plans have been completed for the annual meeting of the Wisconsin and upper Michigan agency of the Mutual Life of New York here May 2. Gifford T. Vermillion, manager, has announced two business sessions and an evening devoted to a dinner dance and entertainment. P. G. Gibson, agency organizer, will preside at the morning session at which Mr. Vermillion will talk on "Be Alive in 1935." Other speakers will be Bradley Van Brunt, Milwaukee, on "The

For Every Personal Insurance Need
THERE'S A PACIFIC MUTUAL POLICY THAT FITS
And Behind that Policy Is

PERMANENT STABILITY

Consider, for instance, these figures brought out by the Company's 67th Annual Statement

Assets

Total Admitted Assets December 31, 1934.....	\$205,211,144.44
Increase during 1934	7,004,001.39
Increase 1930 to 1934 inclusive.....	42,924,779.71

New Business

1934 as compared to 1933

New Paid Life Insurance.....	An Increase of 21%
New Accident Department Premium Income....	An Increase of 47%

Payments to Policyholders

Total Paid Policyholders—Year 1934	\$ 25,918,721.25
Total Paid Policyholders—1930 to 1934 incl.....	130,970,919.00
Total Paid Policyholders since Organization.....	313,666,279.83



HOME OFFICE
LOS ANGELES, CALIFORNIA

OPERATING IN
42 STATES

**A
QUARTER CENTURY
OF PROGRESS
1910 - 1935**

- In these twenty-five years, Tollica has established a reputation among field men for helpful service and friendly interest.
- This strong aggressive, young Company develops leadership.
- A few General Agency openings with attractive contracts for ambitious, energetic men. Write

The OLD LINE LIFE
Insurance Company of America
MILWAUKEE, WISCONSIN

LIFE



ACCIDENT



HEALTH



Massachusetts Mutual
a synonym for
quality and excellence
in
Life Insurance

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

Organized 1851

Achievement—

An Increase of \$34,410,379.00 insurance in force during 1934.
More than \$14,000,000.00 Increase in Assets and \$5,500,000.00
Increase in Surplus from December 31, 1929, to December 31,
1934.

Grown to a half billion dollar Company in 30 years.

Excellence—

The prestige that arises from financial stability and years of
fair dealing is enjoyed by each Anico representative. Practical
and attractive selling features open new avenues of business and
complete the equipment of the man in the field.

Power—

\$124.58 in Assets for each \$100.00 of liabilities.
\$52,721,865.75 in Assets and \$10,401,100.02 in Surplus on De-
cember 31, 1934.

Plans—

Agency Conventions announced for 1936.
Extension of agency development in both old and new territories.

ORDINARY AND INDUSTRIAL

AMERICAN NATIONAL INSURANCE COMPANY

GALVESTON, TEXAS

W. L. Moody, Jr., President
Shearn Moody, Vice-President
E. L. Roberts, Vice-President (In Charge Ordinary Agencies)

F. B. Markle, Vice-President
W. J. Shaw, Secretary

Future of Our Business"; G. E. Mader, Appleton, "How to Get Applications"; R. F. Kahn, Milwaukee, "Prospecting"; and Dr. D. W. Roberts, of Sacred Heart Sanitarium, Milwaukee, will talk on "Keeping Mentally Fit."

At the afternoon session R. P. Tinkham, city superintendent, will preside. Speakers are Lloyd E. Hume, Milwaukee, "Modes of Settlement and Family Protection"; Dr. C. W. Boag, sales manager Heil Co., Milwaukee, "Sales Ideas," and closing remarks by Mr. Vermillion.

Thirtieth Annual Convention

The annual meeting of the American National will be held in the head office, city of Galveston, July 18-19. This will be the company's 30th annual convention.

There will be a general business meeting the first morning and that afternoon there will be a session confined to representatives of the industrial department. The banquet will be held that evening. The next morning there will be a general informal get together meeting at the home office and

then there will be a cruise around the bay and into the gulf.

Aetna Life Iowa Meeting

The annual meeting of the Iowa agency of the Aetna Life was held Friday and Saturday in Des Moines, in charge of M. L. Seltzer, general agent.

George Hughes of Des Moines was leader for the first quarter of 1933 in life volume; Charles Greeley of Waterloo in life premiums; M. M. Thompson of Cedar Rapids in accident premiums; R. N. Howes of Clinton in new accident risks, and A. R. Cavin of Iowa City in group and wholesale cases.

To Meet at White Sulphur

The Columbian National Life will hold its agency meeting at White Sulphur Springs, W. Va., Aug. 12-14.

National, Vt., Meeting

Midwestern general agents of the National Life of Vermont met at Excelsior Springs, Mo. E. D. Field, vice-president, and L. P. Brigham, superintendent of agencies, were the principal speakers.

AS SEEN FROM CHICAGO

NEW SALES BOOK PUBLISHED

The Dartnell Corporation of Chicago has put out a new book by J. C. Astley, editor of the Dartnell "Sales Magazine," entitled "Getting the Most Out of Salesmen." This is a Dartnell manual for the use of sales managers and is a primer of creative salesmanship. It digests and develops fundamentals of effective selling from the sales manuals of the National Cash Register Co., Westinghouse, Phoenix Mutual Life and others. It is designed for sales training purposes. The price of the book is \$1.50 and it is sold by THE NATIONAL UNDERWRITER.

STURTEVANT TO BE SPEAKER

R. B. Sturtevant, vice-president American Central Life of Indianapolis, is scheduled to address the Home Office Life Underwriters Association of Chicago at the May meeting, it was announced at the monthly meeting by W. R. Nordgren, Washington National, president of the association. A plan of alternating chairmen was tried out this month. Preston Kendall, Washington National, discussed race, and G. W. Baird, Hercules Life, the subject of residence and territories. W. A. Jenkins of the Lincoln National home office gave a short talk. H. C. Reider, Country Life, will be the open forum chairman at the next meeting.

W. A. ALEXANDER & CO. CELEBRATE

W. A. Alexander & Co. of Chicago celebrated the 50th founding of the agency this week in connection with its moving into handsome new quarters in

the Field building, 135 South La Salle street. The meeting of the sales forces, department heads and others connected with the organization was held Tuesday in the auditorium of the Field building with Wade Fetzer, Sr., president of Alexander & Co., presiding.

The agency was founded 50 years ago by W. A. Alexander, starting in the Home Insurance building, where the Field building is now located. This agency then moved to the Rookery building and for a short time was in the New York Life building and for many years has been at 134 South LaSalle street. Therefore it is situated near the same street intersection. More than 5,000 people visited its new quarters Monday. For many years Alexander & Co. represented only the Fidelity & Casualty, acting as its general agent for Illinois. Later it established a fire insurance department and then became general agent of the Penn Mutual Life. John H. Sherman is head of the life department. One of the big producers in the agency is William Kemper. E. Paul Huttinger, agency secretary at the head office of the Penn Mutual Life, came on for the celebration as did a number of executives of fire and casualty companies represented in the office.

TROUBLES OF OLDER AGENTS

Chicago general agents in reviewing the work of their staffs find that the most effective results are coming from younger men. Many of the older agents are having a rather difficult time because their clients and friends are largely men in middle life. These have been hit the hardest in their personal investments and

TERRITORY AVAILABLE



**LIBERTY NATIONAL
LIFE INSURANCE COMPANY**
BIRMINGHAM, ALABAMA

income. They, too, have the largest number of dependents on them. Many of the younger men who are producing a comfortable amount of business seldom secure the application of anyone beyond 45 years of age. This indicates that the great bulk of the insurance today is being written on younger men. The older men have seen their savings depreciate materially, they have been hit hard in their business enterprises and today most of them have obligations thrust upon them because of members of their family or those of their wives who are out of employment. Therefore men 50 years old or over that in years past constituted really an important class in buying insurance are greatly reduced in purchasing power. The older agents have had far more to do in rendering service and adjusting the insurance of their clients than the younger men.

* * *

BURNETT AGENCY MEETING

C. H. Burnett, Chicago manager of the Central Life of Iowa, held a district agency meeting with more than 50 agents in attendance. Home office visitors were George N. Ayres, president; John H. Leaver, vice-president and superintendent of agents; F. P. Carr, vice-president and counsel; M. I. Olsen, vice-president and medical director, and W.

F. Poorman, vice-president and actuary. The program was built around the theme "A Plan Is the Thing." In addition to Mr. Burnett and the home office men the following agents spoke: L. C. Zaret, Leo Carey, W. J. Freese, A. S. Wright, F. J. Durham, L. L. Heffner, and W. S. Dulaney and W. H. Fones, supervisors.

NEW YORK LIFE GATHERINGS

Several events are scheduled for the near future by the New York Life organization in Chicago. The first will be a joint meeting of the central department and northern Illinois department, respectively, under Inspectors of Agencies R. E. Whitney and O. R. Carter, to be held April 30 in the La Salle hotel, at which Charles J. O'Connell of the agency service department of the home office will speak. Mr. Carter will tender a luncheon to Mr. O'Connell at which the northern Illinois department agents will be present, after which there will be a joint meeting of the two departments at which Mr. O'Connell will speak. Vice-president L. Seton Lindsay is scheduled to speak at the spring conference of the central department to be held at the Palmer House June 13. A campaign in honor of Mr. Lindsay is being staged to wind up at a luncheon meeting at which individuals in the department also will give talks.

ACCIDENT AND HEALTH FIELD

Taking National Accident See Record A. & H. Production

Columbian Protective of Binghamton Reinsures the New York City Association

The National Accident, a cooperative assessment association starting in 1885 writing accident and health insurance, was merged and reinsured by the Columbian of Binghamton, N. Y. April 18 with approval of the New York department. The National Accident has been operating for over 40 years and was licensed in New York, Pennsylvania, Connecticut, Vermont, Indiana, Missouri and Illinois with its home office at 320-320 Broadway, New York City. The officers of the National Accident were F. W. Webb, president, John I. Stuart, treasurer and A. A. Wallace, secretary.

The Columbian Protective is an old and financially strong company, having operated since 1882. Under the agreement the National Accident for the time being will be run as a division of the Columbian Protective and this division will be managed by Mr. Wallace, as general manager and Mr. Stuart as assistant general manager.

The Columbian Protective is headed by F. L. Andrews, president. John A. Millener of Rochester, N. Y., general counsel of the Columbian Protective, represented both companies in the merger and consolidation.

The Columbian Protective has assets of \$197,016, and surplus \$127,973. Its premiums last year were \$217,670 and claims \$66,311. Its combined loss and expense ratio was 98.3 percent.

The National Accident has assets \$67,718, surplus \$16,217, premium income \$147,678, claims \$42,440, expense and loss ratio 100 percent.

Equitable May Return

NEW YORK, April 25.—The Equitable Life, it is reported, will seek re-entry to the Bureau of Personal Accident & Health Underwriters, from which it withdrew two years ago.

Actuarial Club Meeting

The Actuarial Club of the Pacific States will meet at Sacramento May 20 for a three-day gathering. A. G. Hann, vice-president of the Pacific Mutual Life, is chairman of the program committee. Marcus Gunn, California-Western States Life, is president.

Preliminary Figures on National Accident and Health Insurance Week Show Great Gains

While definite figures on the production of accident and health business last week, which was the first National Accident & Health Insurance Week, are, of course, difficult to obtain as yet, enough reports have been received to make it certain that last week's production was far in excess of that of any previous week in the history of the business and might easily prove to have doubled any former record.

With reports still lacking from some of its most important agencies, the Continental Casualty estimates its accident and health production at from two to three times that for the ordinary week. The New York City office turned in 340 applications and the Chicago office 231. The Mutual Benefit Health & Accident had 5,500 applications reported to the home office, an increase of 40 percent over the corresponding week in March and 60 percent above the corresponding week in 1934, with the premium volume about 13 percent above that for any recent week. This week's results, the company says, are helping to make April the largest month in its history.

The Great Northern Life estimates its business about 50 percent higher than for any week in the last few months and the North American Accident, with reports received from very few agencies, believes that the week will prove to be at least 25 percent ahead of normal. The Inter-State Business Men's Accident reports "the best week of the year to date."

Agencies Show Big Gains

Individual agencies from which reports have been received so far show increases of from 20 percent on up to 200 percent or more. Pennsylvania, Iowa, Michigan, Ohio, Nebraska and Illinois are represented in these reports. The premium volume of the Edwards agency of the Aetna Life in Chicago was more than three times the normal.

Special campaigns were conducted last week in all of the cities where organized accident and health clubs are in existence. The series of luncheons conducted by the Accident & Health Insurance Club of Chicago was particularly successful, both as to attendance

1845 • NINETIETH ANNIVERSARY • 1935



APPROVED

by the greatest of all testing laboratories — the policyholders. Nationally known men have volunteered their endorsements. Watch for them in Collier's, Saturday Evening Post and Time ...

THE MUTUAL BENEFIT

LIFE INSURANCE COMPANY • NEWARK • N. J.

\$21,912,300.00

Of New Business Was Written

by our fieldmen in the second annual "President's Month" campaign which was conducted during the month of March. A new W. O. W. production record for a single month.

WOODMEN OF THE WORLD

LIFE INSURANCE ASSOCIATION

Home Office—Insurance Building

17th and Farnam Sts. Omaha, Nebraska

Established 1890.

Assets More than \$119,000,000.00

OPPORTUNITY!

Desirable Territory Open for General Agencies.
Liberal Contracts.

THE CAPITOL LIFE

Insurance Company

DENVER, COLORADO

Total Reserve Required by Law . . . \$10,190,076.00
Securities on Deposit 11,316,168.29

I, JOHN J. HOLMES, State Auditor and Commissioner of Insurance, Do Hereby Certify, that I have caused to be made a valuation of the policy obligations issued by the Montana Life Insurance Company of Helena, Montana and remaining in force on December 31, 1934 on the basis of American Experience Table at three and one-half per cent as follows: (Reinsurance Reserve not deducted)

Gross Reserve, including coupon liability of \$800,206 . . . \$ 9,626,737.00
 Extra Reserve for special benefits included in life policies 199,156.00
 Present value of amounts incurred but not yet due for total and permanent disability benefits 227,338.00
 Present value of amounts not yet due on supplementary contracts not involving life contingencies 136,845.00
Total Reserve (No allowance made for reinsurance carried) 10,190,076.00
 (Reinsurance Reserve of \$63,404.00 not deducted.)

AND I FURTHER CERTIFY that this Company had on deposit with the Department on December 31, 1934, approved securities to the amount of Eleven Million Three Hundred Sixteen Thousand One Hundred Sixty Eight and 29/100 Dollars (\$11,316,168.29) for the benefit and protection of all policyholders of said Company.

In Witness Whereof, I have hereunto set my hand and affixed my official seal at the State Capitol in the City of Helena, this 14th day of January, 1935.

(Signed) JOHN J. HOLMES,
 State Auditor and Commissioner of Insurance ex officio

Montana Life Insurance Company

Euduring as the Mountains

Helena

Montana

The Record of Mrs. Jennie Randle

Mrs. Jennie D. Randle, Alabama, for four successive years won membership in the Lamar Life two leading production clubs, All Star and Consecutive Weekly.

She was the first in the field to use the Lamar Life new prospecting service plan.

Mrs. Randle has made each service call worth \$15.00 in commission to her from the leads obtained through the 1935 Prospecting Service Plan.

This is only one of the Prospecting Plans offered Lamar Life Representatives.

The LAMAR LIFE INSURANCE COMPANY
Established 1906
JACKSON, MISSISSIPPI



LAMAR LIFE TOWER

and the messages presented by the speakers, who included Armand Sommer, Continental Casualty, president National Accident & Health Association; H. G. Royer, president Great Northern Life; Isaac Miller Hamilton, president Federal Life; J. F. Ramey, vice-president Washington National, and Harold R. Gordon, executive secretary Health & Accident Underwriters Conference.

Claim Men Can Help Much

Judge Lane of Boston Mutual Life Addresses Boston Life and Accident Claim Association

BOSTON, April 25.—Judge P. J. Lane of the Boston Mutual Life discussed some aspects of settlement and defense on life insurance claims, illustrating with cases with which he had been directly connected, at the April meeting of the Boston Life & Accident Claim Association. He said few claim men understand difficulties of industrial agents in handling debits so as to give companies proper underwriting in depression times. This has caused considerable loss of business. These agents are tempted to write sub-standard risks, especially in Massachusetts where medical examination is not required for a policy under \$500. The majority of

agents, however, are doing their best to correct this situation. Close attention should be given to these cases by the claim department.

Judge Lane also discussed procedure in handling cases when they reach the legal department after coming from the claim man's desk. He said evidence should be assembled in careful and orderly manner, which assists the legal department in properly preparing cases for trial. He said that although much evidence obtained by claim man might not be of assistance in trial of cases the information might give a clue to the legal department which would secure additional facts that could be presented in court.

Chicago Branch Is Ahead

The Chicago branch of the Travelers, under Manager E. B. Dudley, has been continuously in first place in the company's "Accident Marathon" the first half of this year, on the basis of volume of new accident premiums. The branch has contributed nine of the 75 leaders in the campaign given recognition by the company. Manager Dudley's office stands 152.9 percent ahead of its allotment in the drive and has had a very large increase in premiums. H. J. Pohn of the Empire State branch in New York City under Manager Thomas Cole is national leader in the campaign to date.

NEWS OF LIFE ASSOCIATIONS

Michigan Association Rally

Arrangements Are Being Made for the Annual Meeting to Be Held in Flint

The Michigan Association of Life Underwriters will hold its annual convention at Flint, May 24-25. L. O. Schriver of Peoria, Ill., vice-president National Association of Life Underwriters, and Grant L. Hill, superintendent of agencies of the Northwestern Mutual Life, have already accepted invitations to speak. J. Arthur Pino, state president, will preside. At the banquet Insurance Commissioner Ketcham will be one of the speakers.

One of the features of the convention will be group meetings of different agencies. This will enable the agents representing different companies to get together and also will enable those from special sections of the state to hold group meetings. Harry Commins, past president of the state association, is in charge of arrangements for individual meetings. On the last morning there will be a round table breakfast discussion. J. D. Cameron of Flint is chairman of the committee on arrangements and his associates are:

Alton P. Hewett, Ann Arbor; Frank Daniels, Benton Harbor; Floyd White, Battle Creek; Harry Wiles, Bay City; Ernest W. Owen, Detroit; J. D. Cameron, Flint; W. Merrill Eastcott, Grand Rapids; Geo. V. Gregory, Jackson; W. Roy Bryant, Kalamazoo; Harold Brogan, Lansing; Morris J. Malarney, Pontiac and Dewey Stearns, Saginaw.

Fort Wayne, Ind.—J. L. Rainey, Indianapolis general agent Guardian Life, who was to have spoken at a luncheon-meeting, was unable to appear because of illness and his place was taken by Prof. J. R. Schutz, professor of economics at Manchester College.

Madison, Wis.—C. E. Watkins of New York, member of the American City Bureau staff and former vice-president of General Motors, spoke on "Selling Intangibles" at the monthly meeting.

Des Moines—C. E. Brown, manager Mutual Life of New York, has been appointed chairman for life insurance week.

Ottumwa, Ia.—George T. Carlin, educational director, Central Life of Iowa, gave an address on "Profitable Underwriting in 1935." Approximately 35 local

men attended the meeting and more than half of them signified that they would attend the National convention meeting in Des Moines, the week of Sept. 16. Mr. Carlin is chairman of the registration committee.

* * *

Washington, Pa.—C. B. Metheny, Pittsburgh manager of Fidelity Mutual, spoke on "Where Are We Going?" Following through on the schedule of a life agent's activities for the day, Mr. Metheny emphasized the importance of knowing just where the agent intends to go and what people he intends to see. He listed three reasons for failing to sell life insurance: (1) Lack of prospects, (2) wrong quality or type of prospects, (3) improper presentation of the case.

As a corollary to knowing where one is going, he pointed out the importance of knowing what the agent is going to say. He is a firm believer in the "canned" or set approach and sales talk. He explained that to be prepared for any interruption or emergency which might arise during a sales talk, the agent should have his talk so well memorized that he can pick it up where it was left off and continue through to the close.

* * *

Alabama—A galaxy of nationally known insurance men spoke at the annual sales congress in Birmingham this week. Roger B. Hull, managing director National association, spoke on "This Struggle for Security"; Theodore M. Simmons, New Orleans, manager of agencies Pan-American Life, "Let's See Them Through"; E. W. Owen, Detroit, Detroit manager Sun Life of Canada, "Making the Sale"; Chester O. Fischer, St. Louis general agent Massachusetts Mutual Life, "The Missing Link"; and C. C. Robinson, editor "Insurance Salesman," on "Prospecting."

At a luncheon the Protective Life, Southern Life & Health, American Life and the Liberty National were hosts.

* * *

San Jose, Cal.—C. M. Goodman, leading producer of the J. A. Sullivan agency of the Equitable Life of New York in San Francisco was the speaker.

* * *

San Francisco—C. W. Peterson, manager Phoenix Mutual Life, repeated his address, "Have You Got Rhythm?" S. L. Carpenter, Jr., recently appointed insurance commissioner of California, was a guest of honor. It is planned to have him as a speaker in the near future. The Wells Fargo Bank & Union Trust Company membership trophy was again awarded to the P. G. Young agency, Metropolitan Life.

* * *

Peoria—E. B. Thurman, general agent for the New England Mutual in Chicago was the principal speaker at the April meeting on "Harnessing Power." He was introduced by Giles Keithley, general

agent New England Mutual in Peoria. A. E. Warren, assistant superintendent of the Prudential in Peoria, was presented with a resolution lauding him for his 30 consecutive years service with the Prudential, and also for being a charter member of the association.

* * *

Indianapolis—E. C. Sparver, director of agencies, Reliance Life, addressed the Indianapolis association on "Career Men."

* * *

Pittsburgh—The local association will attempt to feature life insurance week in a very effective way. The general committee in charge is headed by A. L. Haas, Mutual Life of New York, with J. E. Davis, Massachusetts Mutual, vice-chairman. The week will start with a breakfast May 13. Vice-president H. E. North, Metropolitan Life, will be the chief speaker. Preliminary publicity throughout the agencies will be done by a series of five-minute sales talks conducted by the Pittsburgh Supervisors Club. The five local radio stations will allow 15-minute broadcasts. There will be newspaper advertising and attractive displays in the show windows of a number of stores and financial institutions. One of the large chain stores has agreed to distribute 100,000 stuffers in grocery orders. Although emphasis will be directed primarily towards selling the idea of life insurance, at the same a contest on insurance business written during the week will be conducted among the co-operating agencies. The results of this contest will be tabulated according to three classes: (1) Number of sales, (2) volume of sales, (3) industrial production, and the names of the first ten individual leaders in each division will be announced at a later date.

* * *

Denver—"Styles and the Factor of Time in the Salesmanship of Today" will be the subject of an address Friday morning by Walter Cluff, Kansas City Life.

* * *

Lincoln, Neb.—W. E. Riggs of Omaha, state president; J. A. Spargur, president Des Moines association, and J. E. Rutherford, Des Moines general agent Penn Mutual Life, were guest speakers. Mr. Rutherford, who talked on "Motivation," brought together at the same table three former presidents of the Little Rock association: Mr. Rutherford, V. L. Thompson, agency manager Midwest Life of Lincoln, and J. A. Cooper, new Lincoln general agent Union Central Life. Mr. Riggs said there are now approximately 500 members of the state association, and he hopes to have 200 of them attend the national convention at Des Moines in September. Mr. Spargur said 2,000 advance registrations had already been made and that a number of companies were to hold their agency managers' meeting there the week previous.

F. M. See, St. Louis general agent New England Mutual Life, will give three talks at the sales congress May 17, covering prospecting and sales strategy.

* * *

Green Bay, Wis.—W. L. Evans, federal referee in bankruptcy, spoke on "Bankruptcy as It Affects Life Insurance," at the April meeting.

* * *

Jamestown, N. Y.—L. C. Roth, past president Buffalo association, spoke. Modern selling demands a linking of argument involving both the protective and the investment advantages of life insurance, he said. D. R. Mertzger spoke on the advantages of membership.

* * *

Sioux City, Ia.—A delegation from Des Moines promoting national convention attendance furnished the program this week. J. A. Spargur, president Des Moines association and general agent Bankers Life of Iowa, spoke on "Organized Selling." J. E. Rutherford, Penn Mutual general agent, talked on "Motivation by Word and Sketch," and C. N. Anderson, general agent New England Mutual, told about the convention plans.

* * *

Fort Wayne, Ind.—Clariss Adams, vice-president American Life of Detroit, will speak at a breakfast-meeting May 13, as part of the association's observance of Life Insurance Week.

* * *

North Dakota—Barrett Coates, San Francisco, consulting actuary, spoke at the April meeting in Fargo on "The Life Insurance Horizon as I See It."

* * *

LaPorte County, Ind.—The regular monthly dinner meeting was held in LaPorte. H. B. Keck, Northwestern National, Chicago, made the chief address. Meetings are held alternately in LaPorte and Michigan City.

Veteran President Given Recognition in Pittsburgh

At a meeting of the Pittsburgh Life Underwriters Association, an honorary life membership was presented to Charles W. Scovel, agent of the Northwestern Mutual Life. He is one of the two living charter members of the Pittsburgh association, which was organized March 2, 1886. He is a past president of the National Association of Life Underwriters as well as the Pittsburgh association. At the presentation were T. M. Riehle of New York, president of the National association, and H. T. Burnett, president of the Pittsburgh association. In his day Mr. Scovel was one of the leaders in the national body and was very active. He served as president at Pittsburgh in 1901 and was at various times on the board of directors. He was elected president of the National association in 1905. He was instrumental in formulating the code of ethics of the National association and of drawing up the by-laws of both the Pittsburgh and national bodies. His greatest contribution to life insurance was the service he rendered in connection with the Armstrong investigation in 1906, when he was president of the national body.

MANAGERS ASSOCIATION

Plan New England Conference

Prominent Men in Business Expected for Gathering at Worcester, Mass., May 9-10

BOSTON, April 25.—Presidents of New England life insurance companies, New England insurance commissioners, home office agency department officials, general agents, managers and supervisors are expected to attend the second annual New England Life Agency Managers Conference in Worcester, Mass., May 9-10.

George H. Tracy, Boston general agent Fidelity Mutual, who is president of the conference, will preside at the meetings. The following is the detailed program of the two days' sessions:

May 9, Morning

Discussion: "Where do you get good agents?" by five general agents, led by W. N. Watson, Connecticut Mutual in Boston, and including Manuel Camps, Jr., Penn Mutual, Boston; FitzHugh Traynor, Equitable Life of New York, Boston; E. A. Collett, Penn Mutual, Providence, R. I.; and W. J. Stoessel, Connecticut Mutual, Springfield, Mass. The discussion will be summarized by J. M. Holcombe, Jr., of the Sales Research Bureau.

May 9, Afternoon

Discussion: "How can we improve prospecting by old agents?" by Harry Wood, Sales Research Bureau, and formerly production manager of the John Hancock Life, and H. J. Cooley, Moore & Summers agency of the New England Mutual Life in Boston. The summary by H. G. Kenagy, Sales Research Bureau.

May 10, Morning

Discussion: "What have we learned about training new agents?" J. E. Knott, manager, Equitable Life of New York, Providence, R. I.; D. W. Baird, manager Fidelity Mutual, Springfield, Mass., and C. K. Oakes, manager Phoenix Mutual, Boston; summary by Mr. Kenagy.

May 10, Afternoon

Discussion: "Is a quality agency a practical objection?" C. P. Barlow, manager Phoenix Mutual, Rutland, Vt.; W. E. Johnson, Jr., general agent Mutual Benefit, Manchester, N. H.; and C. K. Lishard, manager Massachusetts Mutual, Springfield, Mass.; summary by Mr. Holcombe.

The outstanding feature of the conference will be the annual banquet on

PROSPECTS

THESE are the foundation upon which successful production is builded. We have developed and proved over a long period a system of direct-by-mail prospecting that works. We support this by a complete, modernized Life Insurance service and effective selling aids. This is truly a Company of opportunity. We like to train men without previous experience in successful methods of salesmanship.

CALIFORNIA-WESTERN STATES LIFE INSURANCE COMPANY

HOME OFFICE

SACRAMENTO

Over 30 years of

never faltering service

to agents makes the

Guaranty Life outstanding

as an agents' company

modern, liberal policy contracts, a strong financial foundation, experienced, sincere management are yours when you represent this sound progressive company

Lee J. Dougherty, President

Guaranty Life Insurance Co.
Davenport, Iowa

Stepping Stones to Sales Success

The man who enters the field of life underwriting can succeed much more readily if his course is intelligently charted and his efforts wisely directed. To that end we offer the new man the following program:

1. Training that will enable him to get into production early in his career.
2. Supervision in the field under competent direction that will fix proper sales habits from the start.
3. A prospecting technique that will give him enough of the right kind of people to see.
4. Organized sales presentations that will sell life insurance.
5. Daily Planning Charts and Time Control that automatically reduce "scatteration of effort."

We have unusual opportunities right now for new men who are qualified to carry out this kind of a program. If you contemplate entering the field of life underwriting, we invite you to write us for particulars.

Address your inquiry to

OREGON MUTUAL LIFE

Home Office: Portland, Oregon

"Pioneer Mutual Life Insurance
Company West of the Rockies"



... "a credit to the institution of life insurance"

THE management of the Old Republic Credit Life is endeavoring to build a company that will be a credit to the institution of life insurance. It is our desire to handle every transaction intelligently and with the sincere purpose of doing what is best at all times for our policyholders.

To "do as you would be done by" is an old but true saying. It has been of immeasurable help in guiding the affairs of this organization.

OLD REPUBLIC CREDIT LIFE INSURANCE COMPANY

221 N. LaSalle St.

Chicago, Ill.

the evening of May 10. Dr. S. S. Huebner, president American College of Life Underwriters, will talk on "Recent Im-

portant Economic Events and Their Favorable Bearing Upon Life Insurance."

INDUSTRIAL OFFICE MANAGEMENT

Contests Stimulate Sales

H. M. Stoker of Mutual of Baltimore Tells of Successful Efforts; Must Be Firm

H. M. Stoker, manager in Chicago for the Mutual Life of Baltimore, is a great believer in sales contests. His men are engaged in contests practically all the time and he finds this is the best way to keep production at a high point. One of the sales stimulators that is proving popular is the use of a punch board, each agent being given a punch for every 50 cents of industrial increase every week. Mr. Stoker says it is necessary to be rather tough on the men at times so that they know he means business. Recently the production for the week had been rather slow so he started off the Thursday morning session with a statement: "Which is more pleasant, to work or catch hell from me?" He said if agents didn't want to work that they should meet in the office at five, nine and 12 that evening and listen to him talk. As a result, at five o'clock the men have produced \$10 industrial increase and \$6,500 ordinary increase. By putting pressure on the men they soon find it is easier to work than to give excuses for not working. On the other hand, Mr. Stoker is entirely sympathetic with his agents, listens to their troubles and gives them advice. His door is open at all times and he tells the men they are just as good as he is and he is manager in name only. The "I am one of the boys" spirit does much in keeping good will.

The result of Mr. Stoker's methods is that he has had a \$110 increase since the first of the year and the district is showing an average increase of 30 cents a week. He believes in putting good business on the books and to keep the poor business off in the first place. When an agent gets an application, he has to get the money with it. This business is inspected and the inspector tries to "kill" it and when the agent delivers the policy the policyholder must pay for it or it is lapsed. If a policy is in arrears one week before it has been in force ten weeks, Mr. Stoker lapses it, and if the agent reinstates it he must get four weeks' premium in advance. This method may seem to be rather intricate and severe, said Mr. Stoker, but it does get quality business. Quality and permanency are characteristic of the Mutual Life attitude and through its home office inspectors it is constantly checking up on agents whose records show irregularities and unhealthy growth.

Cities Are Saluted

The National Life & Accident is using its 50,000-watt radio station at Nashville for a series of salute programs to cities in the territory in which it operates. The "salute" last week was to Montgomery, Ala. There was a double page spread in newspapers, other advertisers joining in announcing the program. Last year the company conducted a series of "salutes" for American colleges.

Prudential Promotions

The Prudential has made Ralph C. Morrow superintendent at Norfolk, Va. He started with the company as an agent in June, 1923, at Canton, O., and in October the following year he was made assistant superintendent in that district. Later he was transferred to Orlando, Fla. He is succeeding W. E. Todd, who retired as superintendent in February.

R. R. Balsmider, who started with the Prudential as an agent in April,

1921, in Milwaukee No. 1, has been made superintendent of that district. He was appointed assistant superintendent in April, 1923, serving there until November, 1933, when he was made inspector covering Michigan, Minnesota and Wisconsin. He succeeded A. C. Grant, who is retiring.

Duncan MacPhail has become head of the St. John, N. B., district, being promoted from assistant superintendent in Montreal No. 1.

R. R. Balsmider Advanced

R. R. Balsmider, inspector in division P of the Prudential, has been made superintendent of Milwaukee No. 1, succeeding A. C. Grant, who is being retired. Mr. Balsmider became an agent in Milwaukee No. 1 in April, 1921. He was made assistant in April, 1923, and in October, 1931 he became a special assistant, and inspector in 1933.

McHugh Newark Manager

T. E. McHugh has been appointed manager of the Newark office of the Colonial Life, succeeding Martin Stern, who is transferred to the Harlem district in New York. Mr. McHugh was formerly located at Dover, N. J.

Results in Philadelphia

Eighteen Pennsylvania industrial health and accident companies, located mostly in Philadelphia, wrote \$2,698,177 in premiums in 1934. The largest of these is the Philanthropic Mutual with \$515,845; others include: Industrial H. A. & L., \$360,079; Progressive L. A. & H., \$273,098; Superior L. A. & H., \$259,687; State Mutual Benefit, \$199,228; National Accident & Health, \$144,587; Charter Mutual Benefit, \$138,821; Alta Life, \$120,220; Philadelphia Mutual Aid, \$104,227. The others have less than \$100,000 in premiums.

Honored on 25th Anniversary

On his 25th anniversary as an Indianapolis agent of the Metropolitan Life, R. B. Douglas was honored at a dinner. H. E. McClain, state insurance commissioner, and H. R. DuFon, mid-west agency superintendent of the Metropolitan, spoke. E. R. Blackwood, Indianapolis manager, presided.

O'Neill Is Manager

P. J. O'Neill, Western & Southern has been promoted from superintendent at Pittsburgh-East to manager at Braddock, Pa.

Industrial Notes

C. O. Gould, formerly manager of the Interstate Life & Accident in Johnson City, Tenn., has been appointed manager of Memphis No. 2.

J. S. Holleman, who has been in Orlando, Fla., as manager of the Carolina Life, has been transferred to Charleston, S. C., in that capacity.

Now Michigan Actuarial Society

DETROIT, April 25.—The name of the Detroit Actuarial Club was changed at the April meeting to the Michigan Actuarial Society and the eligibility requirements were liberalized so that statisticians, investment men and others directly or indirectly concerned with actuarial matters may be admitted.

Lancelot Sukert, chief architectural supervisor of the Federal Housing Administration, Michigan division, outlined its setup from a financial standpoint and predicted the future trend of housing and home financing.

Every industrial man should read *The Industrial Salesman*, published monthly by The National Underwriter, 420 E. Fourth Street, Cincinnati. Subscriptions \$1 a year.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

Dividend Increase Announced

Northwestern National Advances Scale of Return to Policyholders From 15 to 30 Percent

Dividends to policyholders of the Northwestern National Life in the dividend year beginning May 1 will be greater by 15 to 30 percent, depending upon the kind, age, and duration of the policy, than the previous years' dividend. Dividends are declared at the rate of 50 percent of the basic scale on policies other than group and term, and at the rate of 80 percent of the basic scale on term.

The usual persistency bonus paid on policies which mature by death or endowment, or which reach the end of their 20th year, or become paid up prior thereto, will be increased by the amount that the 1933 and 1934 dividend fell short of the full basic scale rate, plus interest.

The rate of interest on funds left with the company and entitled to excess interest has been reduced from 4½ percent to 4 percent. On an endowment at age 85 issued at age 35 the number of years required to pay up the policy is the same as before, and to mature the policy takes but one year longer at the 4 percent rate than at the 4½ percent. The total income at maturity on a pension bond at age 65 issued at age 35 is reduced only from \$14.78 per unit to \$14.50.

President Arnold cited the wisdom of curtailing the dividend apportionment beginning in 1932. Every ascertainable loss, he said, has been charged off. Assets are carried at actual current

values as nearly as can be determined. Earnings not distributed and not required to discharge losses or to provide contingency reserves have been added to surplus with the result that surplus to policyholders bears a highly satisfactory ratio to total assets. The company's position with respect to future dividend distribution is far better than had the company followed a less conservative course.

Interest Rate Reduced

The rate charged by the Great West Life of Winnipeg on automatic loans is to be reduced on June 1 to 6 percent even though the contract calls for a higher rate. Most of the company's policies carry a 7 percent charge. In the conversion of term policies, interest on the difference in premium will be at a rate not less than 6 percent nor more than 7 percent.

New Annuity Rate Scale

The Ohio National Life announces that new rates on all forms of annuities will become effective June 1.

Texas State Mutual Elects

At the annual meeting of the Texas State Mutual Life in Dallas the following officers were elected: S. J. Houghton, Jr., president; W. M. Hill, vice-president and legal counsel; R. E. Biggs, secretary; H. M. Fulwiler, assistant secretary; C. D. Bridgman, treasurer and auditor; Dr. T. B. Fisher, medical director; J. C. Keyes, conservation manager; M. R. Bruckner, Jr., agency supervisor; W. O. Wilkinson, manager industrial department; J. G. Smith, agency department supervisor.

Pennsylvania Goes After Racketeers

(CONTINUED FROM PAGE 5)

miums." He told of one man who paid premiums regularly for 12 years and became ill, only to find he could not file a claim for sick benefit. Complaints of non-payment of claims by these companies are frequently made, but the task of regulating them is difficult. They jump from state to state as authorities keep after them, designating the state they are temporarily operating to agents by the color of the policy.

Send High-pressure Crews

Crews of high-pressure salesmen are sent into small towns by automobile, to "clean up" and leave quickly. Commissioner Hunt says, "It is unfortunate that they always go after the lower type of persons, the ignorant and foreign element."

Pennsylvania has gone after these racketeers aggressively for some time. In May, 1933, at the behest of the department, the legislature passed an act prohibiting newspapers, magazines and radio stations from accepting advertisements of unlicensed companies or agents, and authorizing the insurance department to pass on insurance advertising. Large newspapers, and some small ones, have cooperated fully. "There is not one company incorporated in Pennsylvania of this type that is doing business outside of the state," Commissioner Hunt says. "We make them pay their claims, too. If other states did the same, this evil could be wiped out almost overnight."

He made it plain that his drive was not aimed at legitimate mail order companies such as the Postal Life, All-

state, Presbyterian Ministers Fund, Commercial Travelers Mutual Accident, etc.

The drive in Philadelphia has resulted in the arrest of 30 men on charges of selling unlicensed insurance, some of being fined and others jailed.

George Ropte, assistant manager of the Guardian Life at Omaha, has announced his marriage to Miss Helen Westergard, secretary of the Ak-Sar-Ben.

Opportunity for managers in Desirable Territory

FOR qualified men there is a liberal and profitable manager's contract. The men chosen will work under the direct supervision and assistance of the Home Office. They will be given every possible help to insure their success with this strong 30 year old company.

This company writes all complete and modern forms of life insurance at a low net cost. Policies include participating, non-participating, disability and double indemnity.

If you are interested in a manager's contract that offers a real opportunity write

S. M. Cross, President
Columbia Life Insurance Co.
Cincinnati, Ohio

NEW JERSEY

NEW YORK

INDUSTRIAL—INTERMEDIATE

The Colonial Life Insurance Company

OF AMERICA

HOME OFFICE—JERSEY CITY, NEW JERSEY

Ordinary — Group

"A Good Company To Represent
—Represent a Good Company"

PENNSYLVANIA

CONNECTICUT

OLD AGE PENSIONS?

Whatever the outcome of the social security legislation in Congress may be, far-thinking men and women will continue to provide for their complete financial independence in old age through the institution of life insurance. Atlantic Life salesmen can offer the public a complete line of low cost "retirement income" plans designed to meet all needs.

Atlantic Life Insurance Co.

RICHMOND, VIRGINIA

Angus O. Swink
President

William H. Harrison
Vice-Pres. & Supt. of Agencies

THE OPEN DOOR



to

A GENERAL AGENCY

With the Company that reached 70 Millions in 7 years

In line with its extensive expansion program, the Company, about to occupy its new Home Office Building in Montclair, has openings for a limited number of men who can qualify for

A SPECIAL CONTRACT FOR PROSPECTIVE GENERAL AGENTS

- IF—your paid-for production in 1934 exceeded \$100,000
- IF—you have some organizing ability
- IF—your future with your present connection is limited
- IF—you live in

NEW JERSEY
DELAWARE
MARYLAND

WESTERN PENNSYLVANIA
WESTERN MASSACHUSETTS
RHODE ISLAND

Write to

Wm. J. Sieger, Vice President and Supt. of Agencies

Bankers National Life Insurance Co.

Jersey City, New Jersey

Men Wanted — Reliable and Trustworthy Men to Sell

The United Six-Way Protection Contract

All in ONE POLICY:

1. IF YOU LIVE TO AGE 65—it will pay you \$5,000.
2. IF YOU DIE BEFORE AGE 65—it will pay your family \$5,000.
3. IF ANY FATAL ACCIDENT should occur to you—it will pay your family \$10,000.
4. IF CERTAIN FATAL ACCIDENTS should occur to you—it will pay your family \$15,000.
5. IF ACCIDENTAL INJURY should totally incapacitate you—it will pay you \$50.00 per WEEK for 52 WEEKS, and \$25.00 per WEEK thereafter. This pays for ONE DAY, ONE WEEK, ONE YEAR or for LIFE.

(Non-Cancellable)
(Non-Proratable)

IN ADDITION:

6. IF YOU BECOME TOTALLY AND PERMANENTLY DISABLED—you will be relieved of the necessity of making any further premium deposits. Then at age 65 you will receive \$5,000, just as though you had continued to make deposits yourself. In the event of your prior death the FULL FACE VALUE of the Policy will be paid to your family.

GENERAL AGENCY AND DISTRICT MANAGER OPPORTUNITIES AVAILABLE.

Write—Agency Department

UNITED LIFE AND ACCIDENT INSURANCE COMPANY
Concord, New Hampshire

Rockford Life Has a Message for You

President F. L. Brown
Rockford Life Insurance Co.
Rockford, Illinois.
Dear Sir:

It Concerns Contract Direct
With the Company

SEND ME THE MESSAGE

Name

Address

City State

feelings, but just the same it's going to happen to you.

"Man is a sentimental animal. He is inspired by women and by love for children. Who is it who have painted the outstanding pictures of all time, written the great plays, gone on great adventures? Men, inspired by women. There isn't a man who can't be reached by sentiment."

Miss Bliven gave a fine contribution on "Effective Prospecting." She said it is dependent on the quality of leadership, on prestige. Any prospecting system without these attributes is like a 1935 streamlined car without a motor. The car with a model T motor chugs along, but in these times power is needed, she said.

Among the qualities of leadership she cited are: (1) Energy; (2) purpose, (3) enthusiasm, (4) intelligence, (5) decisiveness of action; (6) faith. "Prospects improve only as we improve ourselves," she said, "as we make ourselves responsible to the people we are talking to. Decisiveness of action is important. All good leaders are good teachers and that applies to life insurance. It means taking the simple facts of life and leading people to see the service we render."

Women as Prospects Were Long Ignored

Miss Bliven said women represent a group forgotten by life agents for many years. Most agents don't care much about prospecting, and do it grudgingly.

Faith in the institution, in the company and oneself is a vital principle in successful selling, she said. "Is there any business in the world," she asked, "that should give us any more faith than life insurance today?" She urged finally that agents talk interestingly, concretely and positively.

A. E. N. Gray delivered one of his human talks, sparkling with witticisms and dry humor. The secret of success is not hard work, he said. That is the price of success. Better men have failed in life insurance selling than ever succeeded. Those in the business now should learn from these failures. The secret of success is knowing what to say and being willing to say it. The elements of the job are: What to do, what to say and why should the insurance be sold. There are two pictures of life insurance, he said. If the protection element is taken away there remains a safe and sound investment at modest interest return. Putting back the protection gives an investment guaranteeing to pay whatever return is necessary to make it mature when the holder wants it to mature.

Calls Best Policy One That Best Fits Need

The only best policy, he said, is one that best fits a particular need; that contains as much protection element as needed and as much investment element as the man can afford. "If you want to sell life insurance," he said, "make people think. After all the preparation to tell the life insurance story that many agents make, they ought to have a story to tell. You must give a picture of what life insurance will do for the prospect, or in a manner that will convince him it will do it for him." Mr. Gray counseled use of prepared talks. "Many who use a sales talk complain that it won't work," he said, "when what probably was the trouble was that they didn't ask their prospects to buy. Very few buy voluntarily. Get them to thinking of what life insurance will do for them, and whether they want it done or not. There are only two motives for buying, selfish and unselfish. Don't hesitate to appeal to the latter, provided you have an unselfish motive for doing so. Most life insurance is bought today for unselfish motives.

E. B. Dudley, manager of the Travelers, and E. B. Thurman, general agent New England Mutual, were co-chairmen, T. F. Lawrence, manager Reliance Life and president of the as-

sociation, extending greetings. C. F. Axelson, Chicago, past president Illinois Association of Life Underwriters, spoke of the Illinois code and extended invitation to attend the state and Rock-



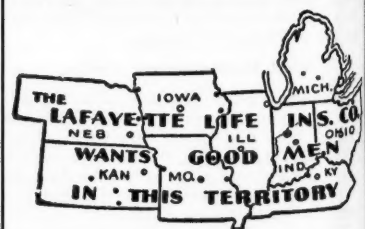
Listen..

Take a tip from me,
you life insurance men.
A Child's 20-Payment
Life policy in Central
States Life is about the
easiest plan to sell that
there is. Our Dads just
haven't any sales resist-
ance when they start talk-
ing about us. Why not
write for your copy of
"Field Features" right
now?

(Address agency inquiries to
J. DeWitt Mills, Vice-Pres.)

CENTRAL STATES LIFE

St. Louis—Geo. Graham, Pres.



No Better Territory
No Better Company
No Better General Agent's
Contract Than Our Service
Pension Contract

THE LAFAYETTE LIFE INSURANCE CO.

W. W. Lane, Secretary
F. L. Alexander, President
W. R. Smith, Field Vice-President
LAFAYETTE, INDIANA

ford associations' sales congress at Rockford, May 25. I. B. Jacobs, chairman membership committee Chicago association, spoke. It was announced Col. C. B. Robbins, manager and general counsel American Life Convention, will be the speaker at the breakfast May 13 opening Life Insurance Week in Chicago.

Great Growth in Option Proceeds

(CONTINUED FROM PAGE 3)

cies are sound and genuinely interested in the savings of the common man, the result may be another breakdown of public confidence, which will have a bad effect on all real estate values," Mr. Lester said.

"Organized effort to keep the entire mortgage business sound in the future and realty values stabilized is necessary," said Mr. Lester, "for no agency can maintain a sound mortgage portfolio if others at the same time are doing foolish and unsound things. The soundness of a mortgage can be affected by the soundness or unsoundness of those being made around it."

There has been enough experience, he declared, to point the way toward methods which will make prime first mortgages still the best investments for trustee institutions and private lenders and the most profitable, but the investment will be what the lenders make it.

Vacancies Less, Rents Level

Although vacancies have decreased, rents have not increased perceptibly, and little increase in the market's activity can be expected until they do, he contended.

Practices of 80 life companies in providing insurance protection on properties owned and on mortgage loans were outlined by F. L. Rowland, executive secretary of the L. O. M. A.

The general practice is to carry insurance on mortgage loan properties where the owner is unable or unwilling to purchase it, also on loans in process of foreclosure. However, in the type of insurance provided, there proved to be a wide difference of opinions and practices.

All the companies reporting, except self-insurers, provide fire protection. Sixty companies carry windstorm insurance, although several of the latter do so only in areas frequently subject to windstorm damage.

Elevator Liability

Twenty-eight companies carry elevator liability insurance. Several others reported that they had no properties where elevators were in use. Thirty require boiler insurance, although several do not demand it except on high-pressure boilers, 15 pounds and above. Sixteen companies carry earthquake insurance on properties located in areas subject to this hazard.

Plate glass is carried less frequently than fire and windstorm. Thirty-four companies limited this coverage to large exposures, main floor locations of the larger properties. A considerable number are self-insurers on this type of coverage. The same was found to be true of rent insurance, loss of rental income occasioned by fire. Only 11 companies carried this form of protection and then only on their larger properties.

Landlord's Liability

Thirty-one companies carry landlord's public liability, and a like number carry straight public liability. Twenty-one carry compensation insurance.

Of the 80 reporting companies, 34 stated they require or take out liability insurance when an assignment of rent is given in connection with delinquent loans. Five companies do so only when the form of assignment grants actual control of management. Two stated liability insurance is carried only when the assignment makes the company liable. One company referred to a blanket public liability policy which gives protection for both assignment of in-

come and property held during foreclosure proceedings. Another limited its affirmative answer to cases where the assignment is accomplished by foreclosure and constitutes receivership management. Two companies, while not carrying such liability insurance at present, stated they believe it to be desirable.

Basis of Valuation

On property acquired by foreclosure, 16 companies use the book value of improvements (buildings, etc.) as a basis of valuation for fire insurance; a few of these use a larger valuation if the market value is considerably in excess of the book value. Twenty-eight use the replacement value, less depreciation, as the basis. One insures for three-fourths the replacement value. Twenty use the present appraised value. Three insure for 75 to 90 percent of present appraisals. Three merely continue the amount of insurance carried by the former owner, and two limit their coverage to the value of the improvements as set forth in the original loan application. One uses the basis of the original appraisal at the time the loan was made, less depreciation. Three use 80 percent of the so-called insurable value as the basis, and one uses replacement cost if it is less than the book value.

About half the companies do not carry public liability coverage on property acquired through foreclosure, although Mr. Rowland said from the replies it is not entirely clear the extent to which properties owned constitute real exposure. Several carry blanket policies furnishing protection up to \$50,000.

Illinois Liquor Coverage

Of companies reporting on landlord public liability coverage, limits varied from \$25,000/50,000 to \$100,000/300,000.

Because of the broad possibilities of heavy damages against landlords of properties located in Illinois because of the Illinois dram shop law, considerable attention was given to insuring against this hazard. One company reported that it would not rent any property in Illinois for the sale of liquor. Another company carries limits of \$20,000 for injury to one person; \$40,000 for injuries to more than one person in one accident; \$10,000 for loss of support claims, and \$2,500 against property damage claims.

Westbrook Is Heard

A compromise adjustment between agriculture's economy of plenty and industry's scarcity economy if the farmer is to get an equitable deal was forecast by Vice-president S. F. Westbrook of the Aetna Life at the Life Office Management Association's eastern special conference.

The two types of economy cannot exist side by side without prejudicing the interests of the group having the abundance economy, he said, pointing out that while industrial production dropped 60 percent from its peak to its low point with a decline in prices of only about 10 percent, agricultural production dropped only about 10 percent from its peak to its low point, but suffered a price decline of 60 percent.

Aids to Industry

Industry, he emphasized, has its trade associations, its labor unions, and particularly the protective tariff as aids to it in curtailing production to keep up price levels. It would be more desirable to have an abundance economy in industry, he said, but because it is probably impossible to change industry very much, the desired result will probably have to come as a compromise, with agriculture developing some of the self-protective methods that until recent years have been confined to industry. Remarking that he came from a section which could not be called enthusiastically in favor of the New Deal, Mr. Westbrook said that nevertheless the administration's farm aid measures should be viewed as a necessary help in correcting the disparity between farm and industrial economy and should not be looked at in an emotional and prejudiced way.

The Aetna Life in the sale of \$1,500,000 of its poorer foreclosed farms was able to show a profit over the book

T E N N E S S E E

Protective Life is going to develop agency organizations in the following cities of Tennessee:

KNOXVILLE
CHATTANOOGA
NASHVILLE

A Manager is to be selected for each of these important posts.

If you are interested write

La Noue Matta, Vice President.

Protective
LIFE INSURANCE CO.
BIRMINGHAM, ALABAMA.

The Columbus Mutual

OFFERS

First—LOW COST INSURANCE TO SELL.

Second—LIBERAL COMMISSIONS FOR SELLING IT.
(An Unusual Combination)

Third—IDEAL WORKING CONDITIONS.

Vested Renewals—
Unrestricted Territory—
Automatic Promotion—
Equality of Opportunity—
The Right to Build Your Own Agency—
No one to interfere, dictate or coerce—
Every influence helpful, inspirational—
Reward determined not by chance, by guess,
or by favoritism, but by results—
The larger the production, the higher the rate
of compensation—

You do not have to fight for a better contract—
You rise to your rightful level without let or hindrance.

THE COLUMBUS MUTUAL LIFE
INSURANCE COMPANY

COLUMBUS, OHIO



Stability — Safety —
Performance

ASSETS
\$13,750,000.00

CLAIMS PAID
\$114,000,000.00

The Standard Life Association

Lawrence, Kansas

GEO. R. ALLEN
President

T. J. SWEENEY
Treasurer

S. S. BATY
Secretary

value, although Mr. Westbrook noted that the farms were carried at the unpaid balance of the loans, the other expenses having been written off. In its operation of farms, which the company does on a comprehensively planned basis, he said that the loss was very small, even deducting all possible operating expenses and purchases of new livestock, etc., and that as soon as foreclosures had slowed down still further these operations would begin to show a profit. Outlays on foreclosed farms are naturally largest at the time of foreclosure, and there is of course a considerable lag until the investment begins to show returns. The company, he said, is in no hurry to unload its good farms until the market comes back to a reasonable level.

Case Basis Recommended

The sale of foreclosed real estate should be handled on a case basis and not by rigid rules, said R. Graeme Smith, assistant secretary Connecticut General Life. It is a horse-trading sort of problem and calls for a personnel with a horse-trading type of ability, he remarked. "Dumping" of properties by building and loan and mortgage concerns appears to be past, he said, but income properties will not be much in demand until conditions improve to where they will permit a property practically to "buy itself."

Other speakers were S. W. Toole, assistant supervisor mortgage loan department, Prudential; R. O. Fowler, superintendent, mortgage loan department Connecticut General Life; E. C. Wightman, vice-president and controller, Lincoln National Life; R. Wells Leib, Franklin Life; S. E. Barry, comptroller, Northwestern Mutual Life; C. E. Mather of Stagg, Mather & Hough, accountants, New York City; C. C. Stayman, treasurer Western & Southern Life.

Among the speakers and discussion leaders at the section on claims and surrender values were A. F. Jaques, administrative supervisor, claim department, Prudential; G. W. Skilton, presi-

dent Life Office Management Association and comptroller, Connecticut General Life; Herbert Adam, assistant vice-president, Penn Mutual Life; R. D.

Taylor, assistant superintendent of claims, Sun Life of Canada; Arthur E. Soutra, assistant actuary, Massachusetts Mutual Life.

NEWS OF THE FRATERNALS

Royal League Has Conference

Supreme Council Holds Biennial Conclave in Chicago—Officers Tell of Achievements

The supreme council of the Royal League met in Chicago this week. R. M. Sweitzer, Cook County treasurer, who is an official of the organization, gave the welcome. More than 1,200 members attended. Mr. Sweitzer is past archon of the commercial council of the league. W. F. Traub, supreme archon, gave a history of the achievements during the last two years. The junior department grew from 838 Jan. 1, 1933, to 1,687, Jan. 1, 1934. Fred Johnson, supreme life archon and general organizer, stated that last year was the best the Royal League had had since 1929 and this year business has been running 68 percent ahead. The lapses have been reduced. The expense of management was \$14,000 less last year than the year before. He said that 24 percent of all new members last year fell in the 16 to 21 year old class. He also said that 43 percent of the new members are between the ages of 16 and 25. Supreme Treasurer C. R. Holden said that the Royal League was more than 100 percent solvent from the actuarial standpoint. The investments showed a marked improvement during the year.

Saved from Inimical Laws

Fraternalists Come Through Big Legislative Year, Winning Exemption from Tax Proposals

Approximately 35 bills introduced in legislatures of 20 states since Jan. 1, 1933, purposed subjecting fraternal benefit societies to taxation, their solicitors to license fees, etc. All such bills have been amended specifically to exempt societies or exclude them. This record is considered by fraternalists a tribute by American legislators to the social welfare influence of the societies, especially in view of the great need for increasing state revenue.

Escape Many Levies

In Arizona, societies were specifically exempted from a gross income and privilege sales tax, an income, privilege and occupation sales tax and an intangible tax. In Arkansas they were exempted from a recodification which, as originally drawn, would have taxed fraternalists' premiums; in Colorado, from a graduated excise tax; in Connecticut, from a property and business income tax; Indiana, income tax; Kansas, legacies and successions tax.

Other States' Proposals

In Minnesota they were saved from a gross receipt and income, retail sales and gift taxes; Montana, gross income and privilege tax and 4 percent tax on net income; New Jersey, business franchise tax on corporations; New Mexico, income tax and business franchise tax; North Carolina, general revenue measure; Pennsylvania, taxation measure; South Dakota, revenue income tax, privilege, excise, and graduated income tax; Washington, revenue measure; West Virginia, gross income tax, and Wyoming, general taxation and solicitor license bill.

In Florida, fraternalists were exempted from a 3 percent gross sales tax; Vermont, a 1 percent premium tax; Utah, 2 percent gross premium tax; Missouri, 2 percent premium tax under recodification, and Oklahoma, 3 percent gross collection tax.

Significant Legal Decision

Missouri Supreme Court Voids Judgment Based on Representative's Statement to Insured

Motion for rehearing of Biggs vs. Modern Woodmen of America was overruled by the Missouri supreme court, reversing judgment by a jury in Henry county circuit court, in favor of Bertha Biggs. The suit, based on a lapsed benefit certificate, was brought on grounds similar to those on which the Kansas City court of appeals affirmed judgment in Bellis vs. Modern Woodmen in May, 1932. In the Bellis case the court held that where the defendant's special representative had stated to the insured his old certificate was "no good" and further payments thereon would not be received, the insured thereafter was not required to tender or pay dues or assessments, and upon his death the beneficiary could recover, back payments being deducted.

Only Expression of Opinion

In the Biggs case a majority of the Kansas City court of appeals followed the Bellis case, Judge Shain dissenting. The supreme court held the special representatives' statements were mere expressions of opinion and not binding on the society, as a written contract was involved. The question whether it was good or bad was one of law, and representatives' statements did not relate to present or past state of facts, but to the future.

After the Bellis case was decided several offices were opened in Kansas City and Springfield, Mo., by lawyers who advertised that lapsed Woodmen or old line policies on deceased persons might be valuable, and offered free inspection service. A number of such cases were filed in western Missouri against the Modern Woodmen. The supreme court decision is expected to discourage this practice and make futile many cases pending.

In 1929 when the Modern Woodmen readjusted its rates, representatives were sent out to explain to certificate holders the change in the by-laws, and the law suits were based on what the plaintiffs stated these representatives said to deceased members.

Florida Congress Plans

MIAMI, April 25.—The Florida Fraternal Congress will meet here May 6-8. T. W. McCullough of Dallas, president of the Praetorians, and James E. Norton, supreme regent of the Royal Arcanum, will attend.

Arrangements are in charge of A. M. Coffin of Miami, vice-president of the congress. His committee includes James A. Dunn, Emma R. Wynn, district deputy Royal Neighbors; G. R. Hilty, deputy supreme regent, Royal Arcanum; R. F. Bredlau, secretary Aid Association for Lutherans; Marion Grimstead, Myra Knowles and H. Mulkins, district manager Modern Woodmen.

Nebraska Group Elects

W. G. Johnson of Omaha was re-elected head consul for a two-year term of the Woodmen of the World Nebraska state organization at the annual meeting in Lincoln, with Dr. J. E. Simpson, Omaha, head adviser; G. A. Novacek, Omaha, head banker, and C. Estelle, Omaha, head clerk. De E. Bradshaw, national president, addressed the convention.

W. A. Sowden, agency cashier Mutual Life of New York at Buffalo, was given a testimonial dinner in honor of his retirement after 46 years of service.

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C. L. BIGGS
Supreme Record Keeper

E. W. THOMPSON
Supreme Commander

DETROIT, MICHIGAN

SALES IDEAS AND SUGGESTIONS

High Pressure Salesmanship Is Defended by Executive

High pressure salesmanship is defended by T. J. Watson, president of the International Business Machines Corporation, in a fine article on "The Salesman's Place in American Life," printed in the "Nytic Review," published by the New York Life. Mr. Watson said he has very little patience with persons who decry what they scornfully call "high pressure" salesmanship.

"If they accuse an organization of using high pressure methods," he said, "what they really are saying is that it has a fine hard-hitting and persistent group of salesmen who hang on to their prospects until the true worth of their line is recognized and they get the order. That is what they are employed for."

Deemed Necessary Practice

"If they are selling something of merit, it is their duty as salesmen to use every honest argument they can to convince the prospect that he ought to sign the order. That is the only way the prospective buyer and the product or service he can use to advantage can be brought together."

"I have noticed a great deal more of that kind of selling going on in the past few months than I have observed in the preceding two or three years, and it gives me a great encouragement for the future. I know that that kind of selling means a little harder work, staying a little longer with the man, walking a little farther every day to find the man who will say 'yes' but it gets results, and that is what we have to do. That is what is going to help all of us to build our businesses and our individual incomes."

Salesmanship is probably the most important factor in the nation's life, Mr. Watson said. The salesman stands between the wealth of resources, tremendous manufacturing facilities and the highly developed services, and the people who can use them.

Salesmen Can Be Made

He expressed conviction that salesmen can be made, saying he had seen so many who appeared to have everything they required for success, but failed, and others who succeeded when they did not appear to have any of the needed qualities, that he believed any man endowed with ordinary common sense and an earnest desire to put it to work, could make of himself a successful salesman. Success is more fully under the control of the individual in sales work than in any other field, he said.

The greatest asset of the salesman is enthusiasm, a contagious quality which makes the product more attractive to the prospect. Enthusiasm can be gained

purely by becoming better acquainted with the product. If the salesman will take the trouble to study the attractive features, he will become enthusiastic about the product or service that he is selling. He cannot expect his prospects to become enthusiastic about them unless he himself is so. Enthusiasm permits the salesman to put into every interview and every demonstration the best that is in him.

Must Study His Product

To acquire the background of knowledge demands that the salesman study the product or service from every angle, to study all its applications to each prospect, his daily activities in business or home, and therefore to study the prospect's needs and desires. This is a study that must be maintained all the time by reading, listening, discussing, observing and thinking.

Mr. Watson said that the only hours that count are those spent with prospects. It is necessary for the salesman to get everything possible out of the

short working day and eventually he must realize no other man can really help him. He may have any amount of intelligent supervision from others, but unless he learns to supervise himself, he cannot do his most effective work nor reach the fullest possible success of which he is capable. He must be systematic; plan his work and work his plan.

Pride in Work Factor

Pride in one's record is probably the greatest incentive. If a salesman will constantly keep in mind the importance of reputation, remuneration will take care of itself. There is no mystery about success in selling, Mr. Watson said. It is simply a matter of dealing with oneself fairly and fearlessly. Critical self-analysis and a periodic checkup show the things that should and should not be done. If these few fundamental principles are followed, they will be reflected in dealings with prospects. Prospects should be buyers; if they are not there is only one way to make them buyers, to see them and sell them.

Selling was different in the days of prosperity. A great many salesmen let down and merely made calls to give their prospects an opportunity to buy. That kind of selling got by only in boom times. Today it is necessary to take off one's coat and go to work.

Some Sales Ideas That Have Worked

RIGHT APPROACH

A. E. Myers, of the A. M. Embury agency of the Equitable of New York, Kansas City, recently called on 32 prospects and asked not, "How's business?" but, "Is business better?" Twenty-six said, "Yes," a definite answer. Others said, "Sometimes it looks like it, and other times it doesn't." Mr. Myers believes that frequently life underwriters are prone to take the other fellow's view and get discouraged. If these 32 prospects had been asked, "How's business?" most of them would have said: "Rotten!"

* * *

BUILD UP SMALL MAN

Sound selling advice was given by M. L. Woodward, Detroit general agent Northwestern Mutual Life, before the Life Underwriters Association of St. Louis. Writing the same man year after year and building up his life insurance estate has been responsible for much of his personal success, Mr. Woodward said. The small man is much more appreciative of this service than the successful man who is constantly receiving attention from those seeking his business.

Mr. Woodward stressed the importance of using the various settlement options and said that he had found it easier to get clients to use the options after they had been sold than before the sale. "Find out what people want and do it for them," he advised.

It is important to make proper preparation before a call, as "going to see people will not do any good if you don't do anything after you get there." There is so much to know about life insurance that the policyholder can be told something constructive every time he is called upon. Agents were urged to get cash with the application. When the prospect signs up it is the best time to really close the sale.

* * *

BUILDING PRESTIGE

Building prestige was discussed by Vincent B. Coffin, Connecticut Mutual Life superintendent of agencies, at the Boston life underwriters' meeting. All agents have certain inherent factors leading to success in an interview, such as ability to hold the prospect's interest

and attention. Although there are some factors which cannot be controlled, there are certain things the agent can control and develop to build prestige. Mental attitude, appearance, knowledge of the business and the usual working tools, however, are not enough to establish prestige with a cold prospect. The best way to secure the desired prestige is to borrow it and to reach the cold prospect by thoroughly established introduction or by the use of the names of satisfied customers. In the case of a known prospect there are two methods of gaining prestige—one by general reputation in the community and second, standing of the agent in the life insurance business.

* * *

FIVE "W" FORMULA

A "Five W" formula for successful life insurance selling has been formulated by P. B. Wallace of the Louisville agency for the Bankers Life of Iowa. Here it is:

"Whom are you going to see today? Someone worth while—someone with income enough to save something—or a 'dud' who can't save?"

"When are you going to see him? Have you made a definite appointment or planned ahead to call at a time when the prospect will have time to talk to you?"

"Where will you see him? Will it be in a place where you can have his undivided attention and an uninterrupted interview—or in a place where your interview will be constantly interfered with? This 'Where' matter is very important—if you want an app. Get him away from everybody else 'Where' you can have his undivided attention."

"Why are you seeing him? Do you have his date of birth, know about his family and what his income is, what his needs are?"

"What are you going to offer him? Have you picked out ONE contract that will do for him and his the things that need to be done?"

The St. Louis agency of the Penn Mutual Life gave a breakfast Monday in honor of Frank H. Davis, vice-president. Philip O. Works, general agent in St. Louis, presided.

SPARKS

from the firing line

By JOHN W. AGENT

When you get a list of names of strangers do you ever try the plan of having your company send out a good letter to each prospect in advance of your call? Many find this quite an improvement over "cold canvass." One agent we know who has been in the business less than two years has sent out nine sets of 50 letters each.

On each set he has made at least one sale and has eight or ten good prospects to work on. As a result of the letters, he has closed 12 cases for a total volume of \$38,500. He figures that the letters thus far have been worth to him in first year commissions at least 90 cents apiece.

* * *

The best new man in our agency doesn't look especially smart. In fact, being born abroad, he talks with such an accent that sometimes you have to listen closely to understand him. He is below average in height, weight and appearance. You'd never pick him for a winner. But how that man can sell! In the months he has been with us, less than a year, he has outsold nine out of ten of our older men and all the new ones. How does he do it? Lots of legwork and an unquenchable enthusiasm for the value of life insurance protection. Such a man is a good example for all of us. If he can make a good living in his first year, we who are more experienced should have no trouble in ringing the bell regularly. Let's keep going.

* * *

When inflation is given by a prospect as a reason not to buy insurance, why not point out to him that through adding to his protection he may well be harnessing the power of inflation to work for him and his family? For example, he pays \$300 annually for a \$10,000 policy with double indemnity. Should he be killed by accident after paying five annual premiums, he has "inflated" \$1,500 to \$20,000 for his family. And five years from now \$20,000 will still buy a lot of clothes and school books and pay the family's other living expenses for a good long time.

* * *

The older salesman had a bet of a luncheon with the newer salesman that, working together and making "cold" calls on strangers that morning, they could sell at least one policy.

About the third man they called on said, "Do you sell 20-payment life?"

They admitted that they did. "What's the premium on \$5,000?"

He gave his age and they named the premium.

"Can I get examined now?"

They said they thought he could and arranged for a doctor to come right over to his office.

"Will you take a check now?" he asked.

They said that they'd be glad to and he wrote out and gave them a check for the first year's premium.

Then the newer salesman coming out of his daze, told the prospect about their bet and said: "I'm curious to know why this all happened so quickly."

"Well," said the applicant, "I lost someone close to me about a month ago and it got me to thinking about the advantages of adding \$5,000 to my line. An insurance salesman from some good company is in here almost every week and I resolved to buy from the next salesman to call. As it happens, I've waited about three weeks for you gentlemen to come in."

Bad Dust Storm Doesn't Stop App-a-Week Agent

The bad dust storms in southwestern Kansas almost kept C. F. Holladay, Dodge City, Kan., agent of the Kansas City Life, from maintaining his membership in the company's App-a-Week Club. To mail his 175th week's application he had to walk to the post office with a sponge over his nose, as it was too dark at noon to drive a car safely.

C.L.U. NEWS

The Boston C. L. U. chapter will meet April 30. F. W. Ganse will speak on "Federal Taxes in Regard to Life Insurance and Annuities." Mr. Ganse is the treasurer of the American College of Life Underwriters.

A review quiz is planned in June by the C. L. U. Institute of Los Angeles. It will be open to anyone who plans to take any of the C. L. U. examinations this year and will be under the direction of Dr. Floyd F. Burtchett of the University of California at Los Angeles.

Continental Assurance Record

The Continental Assurance of Chicago, which put into effect new annuity

rates last week, was flooded with annuity business during the 15 days previous. During that time its agents wrote more annuity premiums than they did during the two years before. It showed that when the agents set their minds to it they were able to bring in the spoils.

Besser Agency in Dinner

The E. E. Besser general agency of the Lincoln National Life in Chicago held a dinner in "Chinatown" preparatory to the start of "Hall Month" May 1, in honor of President A. F. Hall. A requirement for attendance was a pledge to eat an entire Italian dinner with chopsticks. O. L. Chiappori won the spaghetti eating contest. R. W. Barber, associate general agent, was the only one to finish with the chopsticks. Dr. J. B. Jack, well known Chicago industrial surgeon, was second in the spaghetti contest. Mr. Besser was toastmaster and host.

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Investment and Mortality Ratios of Life Companies

(CONTINUED FROM PAGE 1)

	Net Int. to Mean Inv. Assets Percent	Actual to Expected Mortality Percent
Mutual, Baltimore	3.21	47.6
Mutual, N. Y.	3.92	68.6
Mutual Trust	4.20	45.8
National Equity	3.93	46.8
National Fidelity	2.72	47.9
National Guardian	4.31	38.4
Natl. Life & Acc.	4.11	53.8
National Life, Iowa	3.41	64.0
National Life, Vt.	4.09	59.2
National Old Line, Ark.	2.15	41.1
National Old Line	3.02	37.5
National Reserve	2.57	66.6
New England	4.70	54.1
New World	3.54	50.6
New York Life	3.90	64.0
North American L. & C.	4.3	44.0
North American, Can.	4.86	47.3
North American, Ill.	3.76	53.1
North American, N. Y.	4.26	79.9
North Carolina	3.51	101.2
Northern, Wash.	3.98	43.5
Northwestern L. & A.	3.53	37.3
Northwestern Mutual	4.43	58.6
Northwestern National	3.68	58.6
Northwestern Union	4.10	37.3
Occidental, Cal.	4.45	56.5
Occidental, N. C.	3.86	53.0
Ohio National	4.39	57.3
Ohio State	4.03	41.8
Old Line, Wis.	3.42	46.6
Old Republic Cred.	3.60	64.9
Oregon Mutual	4.87	49.7
Pacific Mutual	4.86	61.2
Pacific National	4.41	30.5
Pacific States	3.57	85.4
Pan-American	4.74	45.4
Paul Revere Life	4.25	40.3
Penn Mutual	4.07	64.3
Pennsylvania Mutual	...	68.2
Peoples Life, Ind.	3.82	47.9
Philadelphia Life	4.20	70.5
Phoenix Mutual	3.79	54.4
Pilot Life	3.90	49.1
Pioneer National	3.20	34.2
Policyholders Natl.	4.32	50.0
Postal, N. Y.	2.95	87.8
Postal National	4.33	64.3
Postal Union	4.48	38.3
Presbyterian Min.	4.19	53.9
Protective, Ala.	4.02	52.0
Provident, N. D.	4.05	33.4
Provident L. & A.	4.14	68.9
Provident Mutual	4.03	57.2
Prudential	3.72	59.4
Public National	...	22.3
Puritan	3.92	24.1
Pyramid, Ark.	5.20	38.2
Pyramid, Kan.	3.88	36.0
Reliance	4.72	55.9
Republic, Texas	3.24	43.7
Reserve Loan	4.72	65.3
Rio Grande National	1.68	35.3
Rockford	3.05	35.1
St. Louis Mutual	4.45	77.3
Scranton	4.13	45.0
Seaboard Life	4.02	54.7
Security L. & T.	4.46	54.4
Security Mut., Neb.	3.64	46.7
Security Mut., N. Y.	4.06	65.7
Service Life	4.12	46.6
Shenandoah	3.47	73.5
Southeastern, S. C.	4.74	69.9
Southern L. & H.	4.17	60.4
Southern Old Line	4.95	29.0
Southland	4.57	46.8
Southwestern, Tex.	5.10	50.2
Standard, Pa.	3.74	71.2
State Farm Life	4.87	28.3
State Life, Ind.	3.97	56.9
State National, Mo.	4.19	32.5
State Reserve, Tex.	5.26	41.2
Stonewall Life	4.37	89.8
Sun Life, Md.	4.21	35.3
Sun Life, Can.	3.90	56.3
Supreme Liberty	1.56	64.7
Teachers Ins. & Ann.	4.81	29.5
Texas Life	4.37	54.0
Texas Prudential	4.41	49.5
Travelers	4.10	69.3
Trinity, Texas	2.62	30.6
Union Central	3.86	65.0
Union Coop.	4.06	98.2
Union Labor	4.04	74.4
Union Life, Ark.	10.3	68.2
Union Mutual, Ia.	4.14	43.9
Union Mutual, Me.	4.21	80.0
Union Natl., Neb.	4.56	26.4
United States	1.77	65.2
United Benefit	4.74	41.9
United Fidelity	4.65	33.9
United, Ill.	3.80	99.4
United L. & A.	3.93	54.4
United, Kan.	3.52	48.8
United Mut., Ind.	5.06	76.7
United States	3.53	76.2
Victory Life	4.10	43.0
Virginia L. & C.	4.20	...
Volunteer State	4.14	72.8
Wash. Natl.	3.79	46.8
West Coast	4.08	50.7
West & South	4.10	58.1
Western Reserve	5.76	39.2
Wisconsin Life	3.82	39.5
Wisconsin Natl.	4.14	39.4
Woodmen of World	4.06	92.2
Yeomen Mutual	4.06	63.9

*Ordinary only.
†Includes A. & H. Department.
‡Ordinary includes group and sub-standard.

Staudt Celebrates Production

R. Z. Staudt & Son, Canton, O., general agency of the Central Life of Des

Moines, celebrated an outstanding month of production with a turkey dinner and agency meeting. J. B. Lindner was the star producer, having written 23 applications in 24 days. Home office guests were John H. Leaver, vice-president and superintendent of agents, and W. F. Poorman, vice-president and actuary.

Another district meeting attended by home office men was held in Springfield, O., under R. A. Sullivan, general agent, and V. H. Ellingson, district supervisor.

Other meetings are being held in Grand Rapids and Minneapolis.

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RECENT COURT DECISIONS

Holds Policy Non-Cancellable

Contract Carried Words "Non-Cancellable" in Large Type But Had Cancellation Provision in Small Type

Actual and punitive damages have been awarded by the North Carolina supreme court against the Benefit Association of Railway Employees because of failure to renew for an assured an accident and health contract, which carried in large type the words, "Non-cancellable." The assured was Schultz, an employee of the Southern Railway Company. Despite the statement that the policy was non-cancellable, there was a provision in small type that the right is given to refuse to accept premiums on the policy for a renewal period. Schultz paid all premiums and in 1933, after the policy had been in force eight years, the company canceled.

The higher court held that where an insurer refuses to collect premiums and it is clearly shown that the intention of the company is to cancel out policies which are existent and upon which rights have accrued, such action on the part of the company will sustain a verdict for punitive damages. The policy is ambiguous. It is a trap to catch the unwary. It was conceived to compete with other companies in an effort to hold out the belief that the policy was substantial and non-cancellable. It was so understood by many of the policyholders to such an extent that the vice-president had to write to the insurance commissioner an explanatory letter. The provision that the policy was non-cancellable was a good selling point but it did not develop to be a good paying point. About the time the policy was canceled, Schultz developed an ulcer of the stomach and is no longer insurable. This would give basis for actual damages if the policy was, in fact, non-cancellable and if the company willfully refused to accept premiums, punitive damages would be sustained for the breach of the contract.

Proof of Disability at Issue

Mere Knowledge on Part of Agent That Insured Was in Hospital Doesn't Constitute Proof

The mere knowledge on the part of a soliciting agent that an assured was in the hospital would not constitute the furnishing of proof of total and permanent disability of the insured, according to the California district court of appeals, fourth appellate district, in *Cochens vs. Prudential*.

Eggleton was the insured. The policy had a waiver of premium clause. In 1932 he was injured in an automobile accident. He was in and out of hospitals until Aug. 16, 1933, when he died from gangrene in one of his legs which had been broken and which would not heal. After the accident, while in the hospital Eggleton applied for a loan on the policy. He received the money and failed to pay a second premium and the policy, by its terms, lapsed July 25, 1933. The application for the loan was taken by an agent for the Prudential who saw Eggleton in bed in a hospital. No proof that he had been injured was ever given the Prudential prior to his death.

The higher court held that no claim could be made that the Prudential had any notice, prior to his death, that Eggleton had been totally or permanently disabled. The knowledge of a soliciting agent will not bind his principal.

Surety Is Estopped to Proceed

Prevented From Seeking Redress Against Bank for Losses in Swindle of Life Insurance Agent

An interesting outcome of the case of the agent Peterson, who swindled the Metropolitan by insuring lives of 13 fictitious persons and four persons who knew nothing about it, then presenting death claims, is the decision of the United States circuit court of appeals, 3rd circuit, (N. J.) in *National Surety vs. Perth Amboy Trust Company*.

When Peterson would file bogus claims of death, he received from the Metropolitan Life checks for the fictitious claimants. He forged the endorsements and deposited the checks in his account with the Perth Amboy Trust Company under an assumed name. The Perth Amboy bank would forward the check with endorsement guaranteed, to the Chase National Bank, the drawee, for collection. Chase paid them and debited the payment to the account of the Metropolitan Life.

Had National Surety Bond

The Metropolitan held a bond in the National Surety running to the Metropolitan and the Chase Bank for \$100,000 under which the National Surety indemnified the Metropolitan for its total direct losses of \$22,519, and thus, presumably, relieving Chase from liability for paying the checks with forged endorsements.

The National Surety sued the Perth Amboy bank on its guarantee of endorsement to recover \$13,639, the face amount of the 17 checks which the Perth Amboy bank had collected from Chase and paid out to Peterson.

Upon discovery of the fraud and before the National Surety indemnified it under the forgery bond, the Metropolitan instituted two suits against Peterson. Judgments were obtained in both these suits and the Metropolitan recovered from Peterson about \$7,500.

The Perth Amboy bank urged that the Metropolitan, aside from an action against the National Surety on the bond, had available two remedies: one against Chase for monies diverted from its account by payment of checks with forged endorsements, and one against Peterson for conversion. In instituting suit and recovering judgments against Peterson the Metropolitan elected the latter remedy and in doing so, necessarily ratified the fraudulent acts of Peterson, its agent, and thereby the insurance company and all claiming under it, are estopped to proceed, by disaffirming its agent's acts in another suit against another party and another cause of action inconsistent with the first suit.

The higher court held that the actions by the Metropolitan, against Peterson, definitely fixed its rights at law and the rights of others claiming under it, which includes Chase and the National Surety.

Delivery Is Not Effective

The New York appellate division, first department, in *Prudential vs. Drucker et al.* knocks out the theory of the trial judge that delivery of a policy to a man who became insane after making application was effective because the insured was incapable of appreciating a change in health had taken place and was excused from making such disclosure to the insurer.

The higher court declared the trial justice misconceived the theory of the Prudential's contention. The Prudential is not restricting its right to rescind the

policy on fraud, but relies upon the breach of an express condition precedent, viz., that the policy would not be effective unless when delivered the insured's health was the same as that described in his application. It was immaterial either that insured had knowledge of this change in health or that he refrained or was unable to disclose it, because of his mental condition.

Question of Whether the Insured Was Violating Law

Judgment against the Mutual Life of New York was reversed and a new trial was ordered in a case involving liability for double indemnity benefits where the assured was struck and killed by a railroad train. The company denied liability on the ground that the assured was violating the law by being upon the tracks. The policy provided there should be no double indemnity benefits "if such death results from any violation of law by the insured."

The case was reversed by the United States circuit court of appeals for the first circuit, (Pennsylvania). The beneficiary was Brande.

The higher court held that although the trial judge instructed the jury upon the law relating to the doctrine of permissive use of a path upon the railway's right of way, he did not charge the jury in accordance with the Mutual Life's request. The testimony was to the effect that the assured was found on the tracks of the railroad and not on the adjoining pathway, and the jury should have been instructed to determine whether insured was a trespasser on the tracks and, if it found in the affirmative, to return a verdict for the Mutual Life.

Limit to the Exemption of Proceeds From Attachment

Proceeds of policies that pass to a wife upon the death of the insured are not free from attachment by creditors following the death of the wife, when the proceeds pass to the woman's second husband. This was the decision of the California supreme court in *matter of Crosby et al.*

Lilly Crosby was the wife. She received the proceeds of her first husband's policy in monthly installments during her life and upon her death, the balance was set aside to the second and surviving husband.

The fact that the proceeds were exempt property during the life time of Lilly Crosby did not cause them, or the commuted value of them upon her death, to remain exempt in the hands of her executor so as to cause them to pass to her surviving second husband, free from garnishment and execution. To continue such exemption beyond the lifetime of the insured's widow and in favor of her second and surviving husband would be an unreasonable construction of the code.

Holds Change Is Effected

A change of beneficiary is effected, according to the New Jersey court of errors and appeals, if the assured performs all the requirements, but is not able to surrender the policy to the company to have the change endorsed, because the original beneficiary, who is in possession of the policy, refuses to give it up. The case was *Philadelphia Life vs. Mooney, et al.*

Mooney was the assured. Mrs. Parker was the original beneficiary. The widow claimed that she should get the

Building Elevator Is Held Not to Be Common Carrier

A double indemnity clause providing benefits for accidental death while traveling as a passenger on a street car, railway train, steamship, or other public conveyance operated by a common carrier, does not cover accidental death in a passenger elevator in an office building, according to the United States circuit court of appeals, seventh circuit (Illinois) in *Mitchell et al. vs. New York Life*. A common carrier of passengers, the court held, is one who undertakes for hire to carry all persons indifferently who may apply for passage, so long as there is room and there is no legal excuse for refusal. The general term includes only conveyances of the same general kind as the particular conveyances enumerated and a passenger elevator would not be included in the general term of the policy.

Premium Reduction Coupon Buys Extended Insurance

So called premium reduction coupons should, on the default of the assured in payment of premiums, be applied to purchase of extended insurance, so as to avoid forfeiture. This was the decision of the Oklahoma supreme court in holding against the insurer in *Missouri State Life vs. Garrington*. The assured failed to pay the premium due June 17, 1927, and died April 25, 1928. At the time of default, the assured owed the company \$686 on his loan. The cash surrender value was \$690, leaving a small balance. The value of the premium reduction premium coupon was \$225.

The court held that premium reduction coupons, which were charged for in each premium, in addition to carrying risk of insurance, and which matured annually and could be used to apply on annual premiums or left with the company to acquire a fully paid policy, constitute dividends, since face value of each coupon either cash or applied on the premium must be set aside annually by the company and held to the credit of the insured.

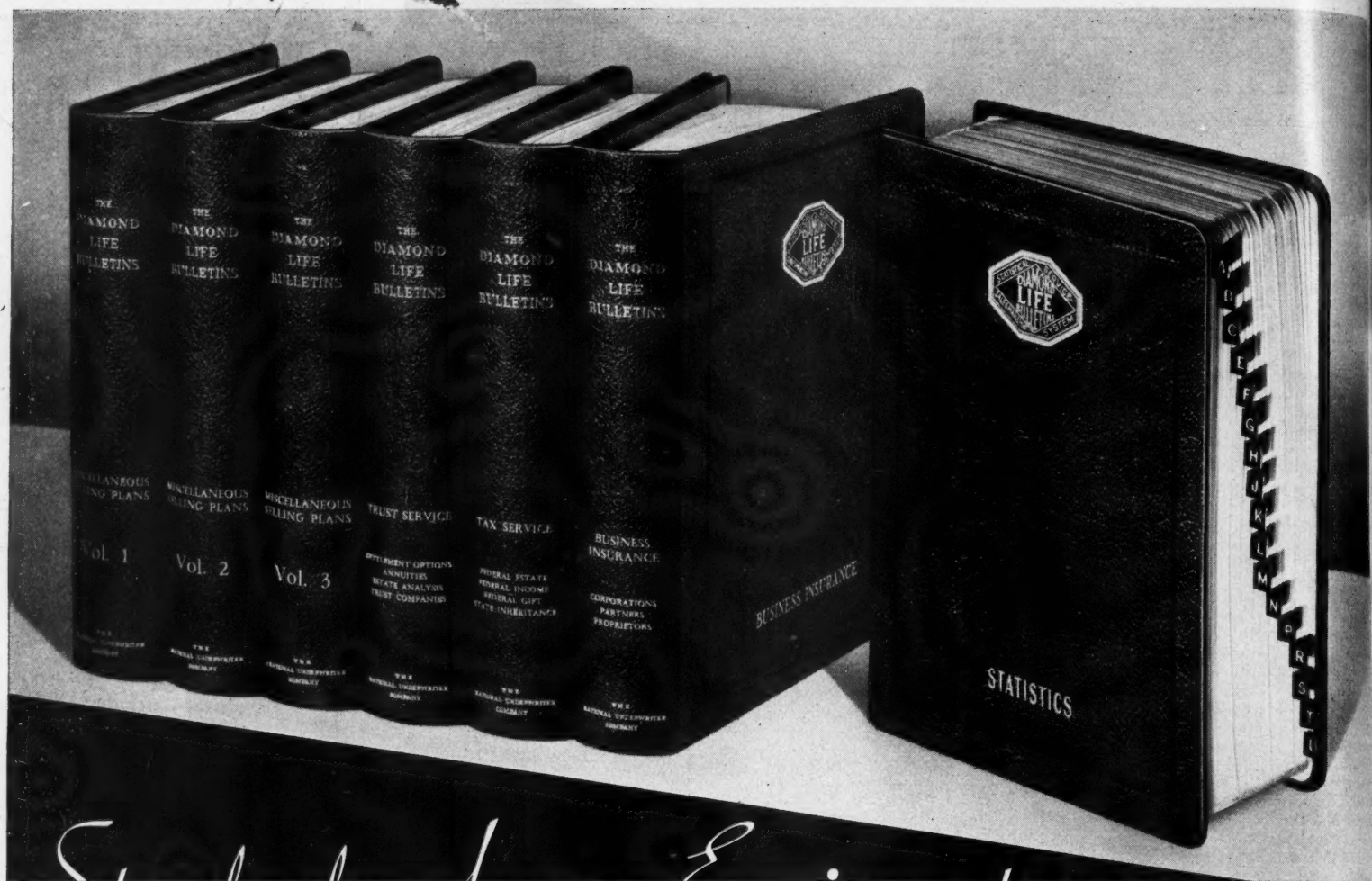
Exposure to Danger

The policy provision, exempting the company from liability where the injury or death is contributed to by exposure to unnecessary danger on the part of the assured has been construed favorably to the Wisconsin National Life by the United States circuit court of appeals for the 7th circuit (Illinois).

Micca, Jr., the assured, was killed when struck by a freight train while driving a truck across the tracks.

In the first place the court held that the policy provision was proper and not contrary to public policy. Then the court found that all the facts indicate the assured had not exercised ordinary care for his own safety. He had been over the crossing a half hour before the accident. There were three warning signs in plain view. The locomotive whistle sounded repeatedly 1,400 feet from the crossing when the assured was 500 feet from that point.

proceeds. The court held there was an effectual change of beneficiary from Mrs. Parker to Mrs. Mooney. There was ample proof that Mooney made every reasonable effort to obtain the policy for the purpose of having the change endorsed.



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